

SPEAKERS BUREAU TIPS

Build Your Speech – Outline

This section contains an outline that you can use to create your presentation. Simply type your own information into the spaces provided below. When you are done, you can print out talking points to bring to your presentation.

The most effective speeches explain how your organization partners with United Way and a simple way to begin is how we all work together to improve the community. This helps add context to your speech.

Indicate that you are one of 122 United Way non-profit partner agencies that receive United Way dollars.

Your Speech Outline (can be cut and pasted into a Word document)

Hello, my name is _____.

[Your Agency Name] is a proud and valued partner of United Way of the Ohio Valley.

One – two sentences about your agency mission/history/focus area/client population.

The success of the United Way campaign is critical to strengthening our community.

I'm here today to show you how your gift to United Way's campaign helps us improve lives in our community.

Use examples of the following:

- A story of one individual whose life was improved
- A story of one program funded by the United Way
- A story of a collaboration with another partner agency/program funded by United Way
- *Please give to the United Way campaign*

Tips for Telling Your Story

Below are some guidelines to help you create a powerful story about your program.

- Think of a program at your agency funded by United Way.
- Think of a client from that program, but do not mention their real name.
- What brought them to the program/what was their life situation/what were their struggles?
- How does this issue affect others in the community? What are some of the statistics that outline the problem?
- How does your program work - how is it solving the problem?
- How did the program help your client?
- What are the overall results or goals for the community or population you serve?



PREPARING YOUR PRESENTATION

Your speech will usually be part of a longer meeting that can feature a United Way video and remarks from a company representative, the ECM and/or United Way staff.

Here are a few steps to help you prepare:

1. Become familiar with United Way videos and marketing materials in advance. If you do not have a sample packet of our materials, they can be seen at www.uwov.org in our Campaign Central tab.
2. It's a great idea to develop a short, 2-3 minute speech as well as a longer, 5-10 minute speech. That way you'll be prepared for any speaking engagement. The United Way office will tell you how much time you can expect to have so you can practice your presentation to fit the allotted time. The [Build Your Speech – Outline](#) listed on the previous page can help you prepare talking points for your remarks.
3. Learn basic information about the company – what they do, the style of the audience and company. And, find out the number of employees. The company contact name, email and/or phone number, company location, etc. will be provided to you by the United Way office.

DO:

- Practice your presentation
- Be confident – you are the expert on your material
- Stand in the center of the room
- Adjust your tone level to room and audience size
- Establish eye contact
- Relax and breathe, breathe and relax
- Be genuine and positive – be yourself
- Meet some of the audience before the presentation
- Know basic details of the audience – what they do etc.

DON'T:

- Turn your back to the audience
- Fiddle with props, pencils, handouts or items in your pockets
- Use professional jargon
- Be afraid to pause and take a breath
- Try to tell them everything about your agency
- Exceed your time limit, even if it is less than expected
- Ramble