



Developing Your Call to Action

Prep work: 10 minutes

Discuss the ways in which advocates trained today will share their message with their communities; make a list on the board.

- Share with office
- Tell friends
- Make community connections
- Networking events
- School/chapter events

Include additional ideas shared by group.

Create new column; what are the most important things we want to incorporate into our message that we learned from today. Create list based on participant feedback.

- Best Buddies mission
- BB core values
- Equitable value of people with IDD
- Purpose and goals of BB
- Program benefits
- Personal testimonies/experiences
- How others can get involved

Include additional ideas shared by the group.

Ask the group to select three things from this list that they want to incorporate into their speaking points.

Writing the Call to Action: 10 minutes

Share with the group: purpose of today's training is to provide all attendees with the language, understanding, and confidence to share the benefits of BB, the values of people of all abilities, and encourage others to give/get involved. We all need to understand how to share these goals to different audiences and how to weave our own story/experiences into these talking points.

Have group write down their talking points in three blocks.

Block one: two minutes

What is Best Buddies; what is your personal connection?

Block two: two minutes

Why is Best Buddies important to you and what can it do for your community?

Block three: two minutes

The ask: what do you want to call people to? (Give money, join a board, create a chapter, hire someone with IDD, etc.).

Ask the group to frame out their ideas and goals for each of these points. Have them think about how these points could be shared in different scenarios. Be sure to include empowering talking points that share value for people with IDD and give the audience and clear and direct way to get involved.





Practice

Intro and small groups: 20 minutes

Begin by introducing goals of polished public speaking:

- Clean and appropriate dress
- Smile, friendly approach
- Confidence
- Clear voice
- Eye contact

Ask for additional ideas from the group. Discuss why this approach and practicing this approach is important (confidence in front of a room takes practice!)

Once the groups have developed their talking points and are clear on how to address an audience, break into pairs to share their elevator speech.

Who, What, When, Where, Why

Remind each speaker during their practice to practice empowered and prepared speaking, but to ensure that when sharing with their neighbors they have addressed the Five W's

Who – who is your audience; why do they care?

What – what is Best Buddies?

When – when can they get involved; when does the club meet; when is the next event; when is this relevant?

Where – where can they get involved?

Why – why is this important?

Be sure to weave these W's with the three blocks each attendee has outlined and with their personal experience to ensure all points have been hit.

Once each pair has practiced, mix up the pairs. Practice for 15 minutes total.

Presentation

Large group: 20 minutes

Tell groups that we will now practice adjusting their speaking points to address certain situations. Each person will be given a chance to practice in front of the group in certain scenarios predetermined by Best Buddies. Call on participants based on interest and review the scenarios below; welcome additional instances that the group can practice.

Scenarios

- Meeting with the President of Bank to secure donations for student attendance at Leadership Conference
- Securing members of your civic group (Rotary club, Bible study, running club, etc.) to join the state's board
- Meeting with administrators at a principals alliance to start new BB chapters in community schools
- Meeting with the Chamber of Commerce to secure support for fundraising events in your town for Best Buddies
- Speaking with the president of a corporation to start a citizens chapter at her company
- Meeting with major donors to commit to ongoing donations for the state
- Others?

