

Public Speaking & "Schpeal Making":
Anyone Can Do It (Seriously)
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Speaking Tips

Delivery

- **PRACTICE, PRACTICE, PRACTICE.** 90% of good public speaking is good preparation.¹ Practice *what* you'll say and *how* you'll say it at least 2x so you're comfortable with your Student United Way's message. Once the words feel comfortable, other parts of good speaking will flow more easily:
 - *Take your time / "this is your moment"*
 - *Look at your audience*
 - *Have fun with it (your enthusiasm shows!)*

Content

- **Introduce yourself and what you're going to say.**
- **Focus on the basics.** You know a lot about SUW, but remember that your audience probably will not. By sticking to the basics, you'll help them understand how meaningful and fun your SUW's work is.
- **Get to action steps!** After explaining SUW, emphasize how folks can get involved and invite them to participate.

Following Up

- **Gather information.** If possible, get contact info from people you speak to.
 - Pass around a clipboard to collect names, contact info, and interests
- **Follow-up.** Follow up with a thank you and next steps (tailored to their interests).

¹ I have no empirical basis for this statistic, of course. By "90%" I really mean "a big part of"!

SAMPLE TALKING POINTS The “Live United” Elevator Speech

Have you ever been asked to “say a few words” about United Way? If not, you probably will be through your work with Student United Way. The elevator speech is a quick and effective way to bring together all the pieces of United Way and what it is to LIVE UNITED. Practicing your elevator speech will help you be comfortable when talking about United Way to your friends, during class presentations, and in speeches to student groups, dorm floors, fraternities and sororities, and more. Practice makes perfect!

Here’s a sample text United Way encourages you to use.

INTRO

- Hi everybody, my name is _____, with the Student United Way here at [CAMPUS].
- I’m here to talk to you about [QUICK DESCRIPTION]

THE BASICS

- To give you a little background, United Way is working to advance the common good by focusing on education, income, and health. These are the building blocks for a good life – a quality education that leads to a stable job, enough income to support a family through retirement, and good health.
- Our goal is to create long-lasting changes that prevent problems from happening in the first place.
- Student United Way at [CAMPUS] is working with [LOCAL UNITED WAY] in this effort, and we’re part of a national movement of young people to advance the common good.
- Our goals include [LOCAL GOALS]

ACTION!

- We invite you to be part of the change.
- [SPECIFIC ACTION STEP(S) or ASK(S)]

THANKS AND Q’S

- This is what it means to Live United. Any questions?
- Great! Thank you for your time, Professor _____ and all of you. Have an excellent day!