

Speaking to community groups about child survival and sanitation

An effective way of creating the public and political will to end poverty in your local area is to organise an event in your local area where you can present the work of RESULTS and our issues. This helps to educate others in your community about development issues and hopefully inspire them to join you in taking action. This month our action is to speak to community groups about the links between sanitation and child survival, and to get these groups to take action by sending a card with a personal message to Stephen Harper, Prime Minister of Canada and Chair of the G8 in 2010.

This background sheet will help you to prepare for the action by taking you through the steps that you will have to take to make it happen.

1. Identify an Audience That Shares an Interest in Our Issues or How We Work

Possibilities include:

- Schools
- Youth groups
- Student groups
- Women's Institute groups
- Faith groups such as churches, mosques, synagogues, temples etc
- Fairtrade groups
- Service organisations (Rotary, Returned VSO Volunteers, etc.)

2. Identify Your Target and Contact

- Call the organisation you choose and ask to speak to the person who handles outside speakers.
- Be ready to suggest the topic that you want to talk about, but be flexible if you need to tailor your talk to what they need. You may want to meet in person to talk about the options if the group needs to know more about you and RESULTS.
- Identify a date that works for all of you.

3. Draft and Practice Your Presentation

Your presentation should include:

- An introduction of yourself and the work of RESULTS.
- An overview of the issue or problem to be discussed. Be sure to use stories in addition to statistics to interest the group. You could also try to think of creative ways to get your message across, using props or visual aids like pictures, charts and bars of soap!
- An explanation of solutions to the problem, with specific examples.
- A call to action telling attendees how they can become more involved, both through writing the card to Stephen Harper and through joining a local RESULTS group.

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- If you have time, ask them to write the cards during the presentation so that you can collect them and send them in to the office. Make sure that they put their name and address, or at least their name, town and country, in the card. Make copies of our latest action sheets to take to the presentation. If there is not time to write letters during the presentation, hand out the action sheets and urge attendees to take action on their own.
- Factor in time at the end to distribute sign-up sheets for your RESULTS group and have people fill them out. This will allow people to receive e-mail updates and alerts from RESULTS, as well as let you know if they are interested in learning more about your local group. We have sent you a copy of the form with these action sheets.
- Let people know when your next RESULTS group meeting will be held.

Practice your presentation to see that you are keeping it within your allotted time. Ask your group to listen to your presentation and offer feedback.

4. Deliver Your Presentation

- Show up at least 15 minutes early to set up the room the way you want it.
- Bring hand-outs such as background materials, action sheets, and RESULTS sign-up sheets. You can hand these out manually or have a visible table in the room where people can pick them up.
- Deliver your presentation and answer questions.
- Stay after your presentation to engage with people who want to talk further.

5. Follow Up

- Contact people who asked to be contacted in a timely manner.
- Thank the person who scheduled your speaking appointment.

6. Report back to the RESULTS office

- Send a short report of your event to the office plus any photographs you have taken.