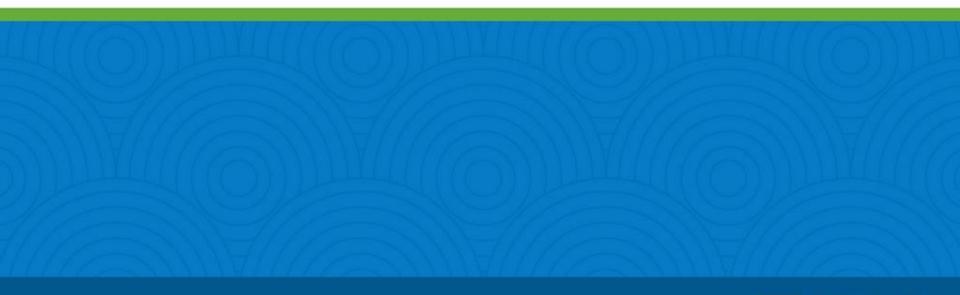
# **Speaking Engagements**





### Outline

- Why prepare to speak about donation?
- What to do if interested in speaking engagements?
- What to do if approached to speak?
- What are key talking points?
- Why talk to media?
- What are some additional reminders?



# Why prepare to speak about donation?

- You may be invited to speak about donation to various audiences.
- Even having a conversation informally at a registration table is like giving a speech!
- Representing Donor Network of Arizona (DNA) and donation to the public is an important role.
- We'd like to help you prepare!



# What to do if interested in speaking engagements?

- Want to share your story through public speaking?
  - Let the community relations coordinator know
  - Express a synopsis of your story and any experience with public speaking you have
  - Attend our Speaker Workshop, held annually!









# What to do if approached to speak?

- Asked by media?
  - Touch base with DNA's media relations coordinator to ensure they are available to help or answer questions
- Asked by a group?
  - Get them in touch with the community relations coordinator at DNA
  - Ask community relations coordinator for supplies and give a rundown of presentation



## Tips to Remember

- Prepare for your presentation
- Speak clearly and precisely
- Stay on message
- Express what was unique and special about your experience
- Share why you are grateful for donation
- If you don't know the answers –state that and offer to find the answers and get back to the person
- Always end with a call to action -direct everyone to www.DonateLifeAZ.org



# Tie it back to donation

- Explain what part donation played in your story and why it was important
- Tell what you think would have happened without donation
- Express why you think donation is important for others as well and how it might affect more people



## Why talk to media?

- Media stories garner public attention and interest
- Interesting or heartfelt stories get families talking about it at home
- It creates a more positive attitude about donation

#### All of that equals more people registered!



## Talking with media -TV

- Use clear, concise sentences
- Be conversational (not formal)
- Bring photos or videos that are related and important to your story

#### Suggestions:

- Donor family a photo of your loved one
- Recipient a photo of what you looked like right before your transplant
- TV is visual, it's ok to get emotional

http://www.abc15.com/news/region-phoenix-metro/central-phoenix/young-organ-donor-and-family-honored-at-fiesta-bowl-parade





## Talking with Media-Print

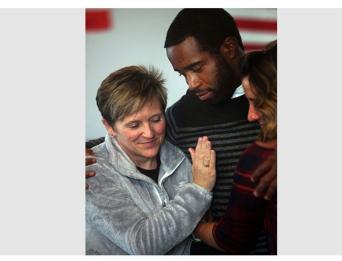
- You have more time than on TV to go into details
- Slightly formal speaking, or as you would speak to someone on the phone
- Be prepared to share photos via email or in-person

http://www.myheraldreview.com/free\_access/a-final-act-of-generosity/article\_273bce32-bce3-11e6-98ff-137dc0fe5a9e.html

#### A final act of generosity

Five recipients benefit from Perez family's decision to donate son's organs

By Kay Phillips, For the Herald/Review Dec 8, 2016 20



Michelle Perez is consoled by her son Dante's friend, Bryan Jefferson, at a gathering at the Blackout MMA & Fitness studio on Fry Boulevard Saturday. Dante Perez died on Thanksgiving due to a car accident. More than 2





# Talking with Media - Radio

- It's a conversation between you and the host more informal
- Speak clearly and use good inflection

https://inspiredmedia360.com/turning-tragedy-into-miracles-eric-gr

egory/





### Talking with a live audience

- Organize your speech in a logical sequence: opening, main points, summary.
- **Practice and rehearse** a speech frequently prior to delivering it. Ask friends to be your audience, or practice in front of a mirror. Be sure to use a timer to help you pace your speech.
- Become familiar with the stage or the setting where the speech will take place. Get a sense of the size of the stage, where any steps or obstacles might be, and where to enter and exit.
- Choose comfortable clothes to wear, but always maintain a professional appearance.
- Visual aids should fit a speech, whether they are funny, serious or technical. The main goal of visual aids is to help the audience understand what is being said, and reinforce the points of a speech in unique and interesting ways.

Tips from Toastmaters International.



# What are some additional reminders?

- Use sensitive donation language
- If you're not sure, don't guess
- Know your important points (encourage donor registration, visit website, etc.)
- Emphasize the meaning of donation (kindness, gratitude, generosity, healing, etc.)
- Tell your story from the heart



