

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 0



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 200 mourners showed up at the studio to pay their respects for the 31-year-old Perez.

Buy Now

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-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 Toastmasters 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

