

Ideas for Creating and Delivering a Presentation



United Way
Thomas Jefferson Area

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1. Presentation Source Materials

- Agency Tours: use them to humanize your presentation
- UnitedWayTJA.org
- Personal experiences

2. What Do I Say?

- Consider the purpose of the presentation: motivate others to give, get involved.
- Consider your audience's expectations and feelings; anticipate questions.
- Imagine yourself in the audience- would you listen to this?
- Develop your opening
 - Examples:
 - "It takes ALL of us."
 - "I believe in the mission of the United Way, and that's why I'm here today."
 - "My mother always told me..."
 - "I almost didn't make it here today!"
 - "Last week I met a little boy named Sean."
- Provide supporting information: make the case
 - Statistics
 - Experiences
 - Etc.
- Use talking points
 - *United Way is the collective power of people working toward long-term solutions for a better, stronger, more caring community.*
 - *The United Way-Thomas Jefferson Area brings everyone together-- community leaders, nonprofit organizations, volunteers, businesses, you, and me-- to assess and focus on the most pressing needs and those at greatest risk in our community. It takes all of us.*
 - *United Way supports and provides programs that provide services designed to help people solve their problems and reach their potential.*
 - *United Way focuses on these Impact Areas:*
 - Successful Kids in Strong Families
 - Achieving Self-Sufficiency
 - Access to Health & Wellness
 - Strengthening Community
 - *Tough issues can't be solved by one agency alone. It takes multiple partners working together to achieve permanent results.*

- Illustrate with a **personal story** about yourself, someone you know, or someone you have met (can be someone helped by a United Way- funded program, or something else):
 - “I’ve visited programs that the United Way funds, and I’ve seen community needs. I’ve seen homeless toddlers getting love and quality preschool education at the shelter’s Child Care Center. I’ve seen mentally disabled adults who feel like they are doing something important, working at jobs they love. I spoke to”
 - “When I was 11 years old, my friend Charissa’s house burned down. I remember going with Mom to buy some things for the family, because they lost everything...”
- Repeat yourself to add emphasis.
- Use the word “you” many more times than the word “I” – get the audience personally involved. But, let them get to know you!
- **BE PASSIONATE.** An audience will respond to your commitment better than your knowledge of statistics. Talk about something that you personally care about.
- Closing:
 - summarize
 - **ask for the gift**
 - say thank you

3. Getting Ready to Talk!

- Rehearse your speech. Lots. The more times you have given it, the less nervous you will be.
- Know your audience *before* you get to the presentation site, so that you’ll be one of the gang. Speak their language, dress accordingly.
- **Get there early.** You’ll be more relaxed and can get a sense of your environment.
- **Assess your audience:** are they happy? Bored? Angry? Sleepy? Eager? In a hurry? Get a feel for them, and be prepared to adjust your talk accordingly.
- **Imagine the audience loving you and your talk.** Enjoy the adoration! Love your audience!
- **Introduce yourself to one or more audience members before your talk.** You’ll have a friend in the audience.

4. You’re ON!

- Introduce yourself, and let the audience know that you are a volunteer.
- **Be aware of your voice:**
 - Start low, with a lower-than usual inflection. If you start high, you’ll have nowhere to go. End on a high!
 - Speak sloooooowwwwwwwllllly.
 - Speak clearly.

- Use pauses for emphasis.
- **Be aware of your body:**
 - Good posture
 - Don't fidget
 - Don't put your hands in your pockets, or in fists, or in the "fig leaf" position
 - Hold your hands open and apart: this communicates sincerity
 - Don't sway
 - Use natural gestures that are extensions of your message and emotions
 - Walk around, but purposefully- don't roam aimlessly
 - When making a point, take 3 steps forward to add emphasis
- Ask your audiences **questions** to get them engaged (but be ready if no one answers!)
- **Put your heart into your talk.** Incorporate something that you are passionate about.
- Use **eye contact** all around the room
- **Be confident.**
- Be enthusiastic- have **ENERGY!**
- Don't apologize unless you were really wrong (late, etc.). No one will know if you forgot a point.
- Use **humor!**
 - Poke fun at yourself
 - Set a lighthearted tone without trivializing your subject matter
 - Funny is good: it helps you connect with the audience, helps distill hostility, keeps attention, and helps people remember points!
- Relax, smile, and be yourself.