

Training Guidelines for Speaking Out



CHILDREN around the globe are caught up in conflicts, natural disasters, food crises and emergencies.

SPEAKING OUT raises awareness of these issues.

Could **YOU** provide training for the next generation of inspirational volunteer speakers?

We Save the Children  **Will you?**

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A volunteer speaker uses Save the Children resources in her talk

Front cover photo:Thuy, five, front, on the merry-go-round, having fun playing in the Save the Children playground with friends at the preschool in Hua Ngai commune of Dien Bien province, Vietnam.

Introduction

Speaking Out is Save the Children's network of volunteer Speakers. They bring about dramatic change for children by raising public awareness of our work and inspiring new audiences to support us. Volunteer Speakers deliver engaging, motivating and well informed talks to a variety of audiences across the UK.

Public speaking does not come naturally to all, for some it can be a very daunting experience. This training guide will provide you with all the advice and examples you need to train the next generation of speakers. Don't forget to check out the GiveTime Extranet, as we will be adding resources for Speaking Out regularly: www.savethechildren.org.uk/speakingout

Part of your role as a Coordinator will be providing training for new speakers. How you organise training is up to you, but all Speaker training should focus on developing the following skills:

- Presentation Skills
- Confidence
- Understanding of Save the Children's work and history
- Targeting different audiences
- Understanding different ways that members of the public can support Save the Children
- Using the resources provided in the Speaking Out pack and GiveTime extranet

Organising Training for New Speakers

The Community Fundraising team will provide you with all the support and materials you need to create a fantastic training session. For instance we can support you with:

- Speaking Out packs
- Venue Hire at our offices
- Projectors
- Laptops

(Equipment availability will differ with location. Please check with your Regional Assistant first.)

Location, Location

Training for new Speakers can be held almost anywhere, but many Coordinators for convenience hold training sessions at our regional offices. If regional offices are too far away or not practical, it's worth exploring other possible places and discussing these with your Regional Assistant. We've found in the past, that good places to hold training are in community spaces, such as village halls and community centres. Training can also be carried out 1-2-1 if necessary.

How many?

Some Coordinators may decide to split training over several days/weeks, as they do not want to flood new volunteers with too much information. How many training sessions you arrange for volunteers is completely up to you; we understand that different people have different methods.

Hang on to your new recruits!

Training days for new Speakers should be held as quickly as possible. In the past we have noticed that new volunteers lose interest very fast if they are kept waiting for training.

Keep in touch

It is really important to keep in regular contact with Speakers; ideally hold get togethers around two/three times a year. This will allow you to all catch up, swap notes and see how they are doing. It also gives you a chance to update speakers on events, new resources and also provide them with any more training they need.

If you're into social media, you may want to start a Facebook group or Twitter page for Speakers in your area. It's a really effective and easy way of keeping in regular contact with volunteers.

General points

Make the training day informal

Previous Coordinators have found that it's less intimidating for new Speakers if training events/days are described informally, such as 'Introduction to Speaking Out'. It also helps to use simple clear language, rather than complicated terminology.

Why volunteers attend training

Remember that volunteers will have different reasons for attending training. Some may be experienced Speakers who would like to be updated. Others may want to learn new skills. One of the biggest motivations for all Speakers is that they are giving their time to directly save children's lives.

Expel your speakers' demons

Some of your Speakers may be terrified of giving a talk to strangers. But there are ways that you can turn your Speakers' nightmares into positive outcomes.

- Practise presentations in pairs and small groups.
- Offer a mentoring scheme. A new Speaker can accompany/shadow an experienced Speaker.
- The first talk for a new Speaker will always be daunting. Some Speakers have found it easier if they practise talks in front of other Speakers and/or do their first presentation in pairs, rather than on their own.
- Be supportive and positive. It may seem obvious, but it can really help a new Speaker to gain confidence if you encourage them. A phone call after a presentation works wonders!

Not everyone is tech-savvy!

Some volunteers may not be confident with using modern technology. PowerPoint presentations, interactive boards and podcasts can be great tools to use in talks, but not all volunteers will be able to use these methods. Whilst using technology can always be added to a talk, it's not always available and volunteers should always be ready to use posters, pictures and props.

The key themes

Every volunteer needs to have a good understanding of all of our key themes (Hunger, Health, Protection, Education and Emergencies). But it's important to not overload them with too much information. Therefore it may be useful to only give a brief overview of themes during the training day. You can provide them with further information on the other themes by arranging another training day or by email, telephone or 1-2-1.

Training Day Outline

Your training day should include the following essential sections:

1. Ice-breakers

Ice-breakers can be an excellent way to start the training day. It can help Speakers to feel less nervous and allows speakers to get to know one another.

2. Introduction to Save the Children

Provide the Speakers with a general overview of Save the Children. This should include a brief history, our key themes and our aims. You could use the DVDs provided in the Speaker pack for this purpose and draw on the History Presentations too.

3. Intro to Speaking Out

Volunteers need to have a good understanding of Speaking Out aims, structure, support and benefits to Save the Children as a whole.

4. Preparing a talk

Speakers need to know the basic methods of public speaking and which talks are suitable for different audiences.

5. Speaking Out pack

Each speaker will be provided with their own Speaking Out pack. To enable each Speaker to get the most out of their pack, quickly give an overview of the resources included. It would also be useful for new Speakers to be given examples on how each item can be used.

6. Branding and admin

Speakers need to have a general understanding of our branding style of They, We, You. It's a great way of communicating our message and structuring talks. Please also discuss the general administration of Speaking Out, especially the talk feedback forms.

Training Day Outline Cont...

7. Practising public speaking

Previous Coordinators have found it best for new Speakers to practise public speaking in pairs and in small groups. On P.14 there are suggestions of public speaking techniques that other Coordinators found helpful.

8. Involve Your Audiences in Supporting Save the Children

Talks given by Speakers will hopefully not only promote our work and aims, but also encourage audiences to get involved. At the end of a talk a Speaker should always discuss ways in which their audience can get involved and support Save the Children. These must be relevant for the audience - there is no point discussing Friendship Funday with University Students!

9. Being proactive

We need to raise Speaking Out's profile not only within Save the Children but also with the public. New Speakers need to be proactive. Ways in which Speakers can raise the profile of Speaking Out include:

- Sending correspondence to local organisations introducing Speaking Out (for templates see Givetime extranet).
- Communicating with Save the Children supporter groups in their local area regarding local events. Speakers may be able to talk at an event and should try and get Speaking Out mentioned.
- Advertising Speaking Out in the community by writing an article for a local newspaper or community newsletter (e.g. church). If there is a Save the Children shop locally they may be able to promote Speaking Out there too.

10. Any questions?

Near the end of a training day, you should provide a Q&A session for new Speakers which will allow them to raise any queries/concerns with you that they may have.

Ice Breaker Ideas and Suggestions

Interview your partner

- Divide into pairs and each Speaker interviews their partner. Afterwards, each Speaker reports back to the group and describes their partner. This ice breaker works well, as it is usually easier to talk about someone else to an audience than yourself. It is also a great way for the group to get to know each other.

3 Questions

- Choose 3 questions and Speakers discuss these in group/pairs. Possible examples of questions could include: Why do you support Save the Children? What is your favourite drink/food/place? What would you do if you won the lottery? Which historical figure would you like to meet?

Just a minute

- Bring a bag of interesting items with you, such as an old toy or an ornament. Each volunteer picks out an item from the bag and has to talk about it for one minute in front of the group.
- This ice breaker works particularly well if you use items that maybe odd and interesting, such as legwarmers or an old mobile phone.

My life in a shoe box

- Ask each Speaker to bring to the training day five items that are important to them (but not valuable) in a shoe box, such as a photo or a favourite toy. On the training day ask individuals to explain the significance of each item to the group.



Jibu Samuel, eight, reunited with his father after two years of living with a foster family in Burungu, Kichanga, DRC.

Introduction to Speaking Out:

Speaking Out Mission and Objectives

Mission:

- To bring about dramatic change for children by raising public awareness of our work and inspiring new audiences to support Save the Children

Objectives:

- To deliver engaging, motivating and well informed talks to a variety of audiences across the UK
- To meet the audiences needs and provide excellent supporter service
- To champion our breakthroughs for children in a way consistent with our brand and organisational tone of voice (i.e. outrage, ambition, creativity, and delivering on our promises)
- To call audiences to help us in our mission through either fundraising, campaigning, volunteering or supporting events
- To raise the profile of Save the Children in communities across the UK through the effective delivery of inspiring and motivating talks



Aftin, 12, outside his home in El Wak, in North-eastern Kenya. Rising food prices and the downturn in the economy have made it impossible for Aftin's parents to provide enough food for him to eat.

Introduction to Speaking Out:

Speaking Out Structure

The Speaking Out made up of three different Speaker roles:

Speaking Out Ambassador

Sue Jagelman is the Speaking Out Ambassador. She represents the UK speakers in the London Office and ensures that Speakers continue to have all the support and resources they need.

Speaking Out Coordinators

Coordinators manage a group of local Speakers. They act as the first point of contact for Speakers and provide them with support and advice. Coordinators are also responsible for providing training to new Speakers.

Speakers

They provide talks to any group who would like to learn about our work. They are innovative and proactive; they seek out talks within their community.

Coordinators and Speakers are communicated with directly by email, regular newsletters and updates.

Speaking Out is a volunteer-led initiative and volunteers are involved in every aspect. It may be useful for you to know that Speaking Out is administered by the Community Giving department at Save the Children. If at any point you need help from a member of staff, please contact your Regional Assistant, who will provide you with all the necessary support

Preparing a talk

Initial contact

Once you have received a talk request, you can start preparing your talk. In the first instance you can plan your presentation by ensuring you've answered the following questions:

- **Who is the audience?** (Guides, School children, IW Groups)
- **What age?** (Infant children, Teenagers, Young People, OAPs)
- **Where will the talk take place?** (Classroom, Village Hall, Someone's House)
- **What equipment is available?** (Projector, Computer, DVD player)
- **Is the talk request on a specific theme** (Hunger, Emergencies) **or more general** (History and Work of Save the Children)?
- **How long should the talk be?** (Don't forget about questions from the audience!)

Title and background information

Try and think of a catchy title that will set the overall theme for your talk and keep your talk on track. You can find background information on the key themes in the case studies and overviews. If you are giving a more in-depth talk you can find detailed information on our main website and the Givetime Extranet. If you are still unable to find the relevant material, please don't hesitate to contact the regional assistant for further information.

Introduction to your talk

- Introduce yourself.
- Thank the host for the invitation.
- Give a brief overview of what your talk will involve, how long it will be and when members of the public can ask questions.

Main body

- Use our marketing, 'They, We, You' to help structure your talk.
- Check out the Givetime website for already made PowerPoint presentations on key themes.
- If you use DVDs, it is a good idea if you watch it before. This will enable you to link it in with your talk.
- Much of our literature (e.g. newsletters, leaflets, website) has topical information you can use directly in your talk.

Conclusion

- Sum up your key points.
- If possible provide time for questions and answers.
- Emphasise the importance of our work and how different audiences can get involved.

Speaking Out Pack

Each pack contains:

- Speaking Out guide
- DVDs on Save the Children
- Plumpy Nut
- MUAC band
- Electronic version of PowerPoint presentations and Case Studies
- Volunteer Handbook
- What we've been doing/will do next
- Campaign action card
- Thank you card
- Case studies: Hunger; Health; Protection; Education; Emergencies
- Talk Outlines: Hunger; Health; Protection; Education; Emergencies; UK
- Speaking Out Sign up cards



Two months after Cyclone Nargid devastated Myanmar (Burma), Min Min, 6, is studying happily at the temporary school built by Save the Children.

Branding and Administration: Communicating our Message

We have our own unique marketing strategy: **They, We, You**

It is there to make it is easier for us to communicate with the general public. We use this structure on all our material. This structure is also very useful in talks. It allows the Speaker to explain the problem, what we do and what others can do to help.

They- Is the problem or injustice to be challenged, the person or people that need helping (e.g. children starving in Sudan).

We- What Save the Children are doing about it and how we are challenging the situation (e.g. lobbying the government).

You- Ways in which the audience can get involved and how they can help solve the problem/issue (e.g. fundraise/campaign for us)

Your Language

Talks need to be inspiring and easy to understand; the language used in talks is very important and must be age appropriate.

All talks should use clear, jargon-free English. Speakers should avoid using over-complicated language and terminology. Over complicated language can bore and alienate an audience, it's best to use everyday language and keep your message simple. This isn't dubbing down; talks aren't an academic lecture!

General Admin and Forms

Please emphasise the importance of sending us the **feedback and donation forms** to the new Speakers. As I'm sure you're aware, we need the feedback and donations forms completed after every talk. These forms are essential as they enable us to track the number of talks given and the impact Speaking Out volunteers make. It's great to be able to show just how many people hear about our work, and potentially support us after hearing a talk.

Practising Public Speaking: Ideas and examples

Just a minute/ My life in a shoe box

- Adapt the original icebreakers (shown on page 8) using items in the Speaking Out pack, such as MUAC bands.
- Using items in the pack will enable new speakers to become familiar with the Speaking Out resources.

Props box

- Ask the volunteers to bring to the training session items around their home that are related to one key theme (Health, Hunger, Education, Protection and Emergences) and prepare a short talk using the items.
- Alternatively, volunteers could prepare a talk with a partner at the training session, discussing what props they might use.
- Examples of items could be plasters, camera (for family tracing), bottles of clean/dirty water.

Brainstorming scenarios

- In groups ask volunteers to brainstorm possible talk requests at various locations. This could be done on paper or on whiteboard/smartboards.
- Coordinators could expand on the examples by explaining how they could prepare for the different talk requests.

Discussing the themes

- Ask each volunteer to prepare and present to the group an informal 3 minute talk on one of the key themes, using the notes provided in the Speaking Out pack.
- Alternatively, ask the Speakers to summarise and point out the most important points for all themes



Baby Elina (one month old) sleeps in her mother's arms, Yoaquina (19) before receiving her first inoculation at the Health Clinic in M Bave, Huambo Province, Angola.

Different Audience Types

Tailor your talk - Each Speaker needs to be able to tailor their talk for each audience, and therefore have an understanding of which talks/subjects/methods are relevant for certain people. A few examples are:

- **Children** respond really well to visual aids and interactive talks. Why not show them jugs of dirty water and/or the MUAC bands? They also love technology, so use resources that are available to you, such as interactive whiteboards and DVDs.
- **Young People** and **Students** are usually passionate and interested in social activism. This audience would benefit from information on how they can get involved e.g. Emergency Fundraisers. It would also be great to fuel their passion for child rights and discuss with them current campaigns.
- If Speakers are going to a **Business**, a formal presentation may be useful. Speakers may find that DVDs and PowerPoint presentations are the best aids for this type of talk. A business may want factual information and speakers can find relevant data by looking on the GiveTime extranet and the case studies and PowerPoint presentations.
- A group of **Retirees**, such as members of the University of the Third Age, may be interested in ways they can get involved with our work, as some retirees have lots of spare time. We have found that retirees make fantastic Speakers, so existing Speakers should not forget to plug Speaking Out!



Involve Your Audiences in Supporting Save the Children

Talks should be interesting and encourage members of the public to get involved with our work. New speakers therefore need to have an understanding of our volunteer opportunities and which audiences they may suit. Whenever you're delivering a talk, always let your audience know about the many exciting ways of getting involved with Save the Children. After all, Save the Children can't survive without the involvement of our supporters. You can find full details of all these activities on our website and in leaflets available from the resources warehouse and your regional Community Fundraising Assistant. Don't forget to leave some of our information leaflets with your audiences, and details of how they can contact Save the Children.

For Schools

Friendship Funday (Primary)

Friendship Funday is a day to celebrate friends and strengthen the 'friendly' ethos of schools. Schools can register online for a free pack full of teaching suggestions, classroom activities and fundraising materials. www.savethechildren.org.uk/friendshipfunday

Wish List (Secondary and Primary)

Wish list gives schools the opportunity to choose a gift for a child and a community in one of the poorest places in the world. www.savethechildren.org.uk/schools

Schools Emergency Network (Primary)

The network offers pupils the chance to understand emergencies. As part of the network, the school will be contacted when an emergency occurs and asked to fundraise. All schools receive emergency resources and teaching suggestions. www.savethechildren.org.uk/schools

Project Link (Secondary and Primary)

For schools who sign up to raise between £2000 and £5000, their fundraising will be directed towards a specific project and we'll also provide regular updates.

Tennis Tournament (Secondary and Primary)

Hundreds of junior, adult and corporate tennis tournaments take place across the country in schools, tennis clubs and businesses as part of this nationwide tournament.

www.savethechildren.org.uk/tennis

Student Enterprise Group (Secondary)

Being part of an Enterprise Group will give students a unique insight into our work and helps young people to learn entrepreneurial skills. Register online.

www.savethechildren.org.uk/schools

For Adult Groups

Emergency Fundraisers

Whether you're an individual, a school, a university, a business or a group of friends - you can be an emergency fundraiser. When we launch an emergency appeal we'll ask you to raise money - and fast. The cash you raise will save children's lives in an emergency. We give families life-saving help when things are desperate, and then help them rebuild their lives. It's as simple as that. www.savethechildren.org.uk/hero

Speaking Out

Children struggle to be heard. We're helping to change that. You speak out on their behalf. If you enjoy talking to new people and inspiring them, why not register as a speaker for Save the Children. You'll get access to great resources, training and support. www.savethechildren.org.uk/speakingout

Fundraising with Save the Children

This guide is full of ideas and tips to inspire your fundraising for Save the Children. You can download this guide on our website or call Customer Support for a copy. www.savethechildren.org.uk/fundraise

Shop Online

Our new online shop sells a range of wonderful gifts and children's wear. www.savethechildren.org.uk/shop

Have you got time?

There are lots of ways to support Save the Children, from volunteering in one of shops or joining a local fundraising group, to campaigning or leaving a legacy. For more information on any of these please get in touch.

Audience Type	Relevant Supporter Opportunities
Primary School Children	Friendship Funday, Campaigns, Schools Emergency Network, Schools Wish List
Secondary School Children	Tennis Tournament, Campaigns, Schools Emergency Network, Yell for Youth, Enterprise Initiative
University Students	Tennis Tournament, Campaigns, Speaking Out, Emergency Fundraisers, Sporting Events, Retail, Festivals, Fundraising
Adult Groups	Tennis Tournament, Campaigns, Speaking Out, Emergency Fundraisers, Sporting Events, Retail, Trusts, Legacies, Fundraising
Retired	Campaigns, Speaking Out, Retail, Fundraising, Trusts, Legacies
Businesses	Corporate Partnerships, Employee Volunteering, Fundraising

After Training: What Next?

Well done! You've trained your speakers and now they're ready to give inspiring, motivating talks to the public.

To enable new volunteers to be successful Speakers, it's essential that you stay in contact and continue to provide support.

The first talk

It's vital that new speakers start giving talks as soon as possible, whilst their training is still fresh in their minds. If no talk is available straight away then perhaps suggest they present a talk to other speakers or some of their friends. In any event the first talk will always be a milestone that once reached will be a big boost to their confidence.

After a new speaker has completed their first talk, please contact them. You could give the Speaker a quick phone call to enquire how it went and if the Speaker needs anymore support/training. It may be obvious, but please provide lots of reassurance and encouragement to the new speaker; it can make a huge difference! Also ensure that the new speaker has filled out the appropriate feedback and donations forms.

Keeping in touch

As mentioned before, as a Coordinator part of your role is to keep in contact with your speakers. This is essential when Speakers are new and are more likely to need your support. Whether you do this by phone, e mail, face to face, 1:1's or as part of a group is up to you, but lots of encouragement makes all the difference.

Recruiting more speakers

We need to raise our profile and spread our message and therefore we need to constantly recruit new Speakers. As Speaking Out grows in the UK, we can give more talks and encourage more people to get involved with Save the Children. The more supporters we have, the more children will be saved from disease, poverty, emergency and conflicts. For ideas on recruiting more speakers to your team see our guide: **'Recruitment Guidelines for Speaking Out'** (available on the GiveTime Extranet).



Yusra, five months, was brought to Sheikh Shezad IDP camp in Mardan by her family when they were forced to flee the fighting in the Swat Valley, Pakistan where they live.

Finally...

A massive **Thank You** to all our **Speaker Coordinators**

You have done a fantastic job and **Speaking Out** wouldn't exist without you.

Your efforts help to raise awareness of the plight of the world's children.

With your support we'll **SPEAK OUT** on child rights and save lives.

We're the world's independent children's charity. We're outraged that millions of children are still denied proper healthcare, food, education and protection. We're working flat out to get every child their rights and were determined to make further, faster changes. How many? How fast? It's up to you.

We Save the Children  **Will you?**