



Public Speaking

Grandmothers to Grandmothers Campaign Call Summary Notes –October 17th, 2019

Grandmothers groups represented on the call:

Alberta:	Eastside Grannies
Atlantic:	The Bay Grandmothers
Manitoba:	Grands 'n' more
British Columbia:	Victoria Grandmothers for Africa, Campbell River Grandmothers
Ontario:	Grassroot Grannies, One World Grannies, 4Gs, Oomama Brookbanks for African Grannies, Port Perry G-Moms
Quebec:	Grannies Aid for Africa

The October call addressed public speaking from a variety of angles. How do groups get an 'in' with organizations and get invited to speak, what do audiences find engaging, how to encourage group members to volunteer to speak.

Across the country groups have had amazing opportunities to speak to all types of organizations such as schools, church and faith-based groups, rotary clubs, retirement homes, and professional retiree's associations. Some tips and information for some of these categories are as follows:

Schools

Many groups have arrangements or partnerships with various schools to speak at events, come into classrooms, or even run short programs throughout the semester. These are almost always made through existing links and personal connections. Schools and teachers are approached by many competing organizations trying to get their message in and speak to students, so it can be tricky to get any traction without an existing contact. Sharing that you are not coming into the school to raise money, but simply to educate and share information is another tip for building a relationship with a teacher or administrator. If there is a large fundraising component teachers are less likely to be welcoming. Groups were able to get into some schools by being present at teachers' conferences and made paper bead necklaces, which sparked interest. Some groups found connecting Grandmothers Campaign issues to 'hot topic' issues such as climate change was a good way to make the connections and invite conversation. Some group members pick up their grandchildren from school and start conversations with teachers at that time, too.

Other tips related to schools:

- One group sends kids home with a small brochure to tell parents who was in their child's classroom that day, and what they spoke about in order to raise awareness beyond the classroom.
- For high school connections, reaching out to teachers who teach social justice courses is another tip. And similarly, for post-secondary outreach, consider targeting professors teaching relevant courses.

Rotary clubs, retirement homes, and professional retiree's associations (i.e. Retired Teachers Association, Retired Nurses Association, Retired Social Workers Association, PROBUS, CARP)

Survey members to see what connections they have to different organizations (through their own professional experience, or through family and friends). These speaking engagements are seen more as a chance for fundraising and/or recruitment than education and awareness. Groups said they often share with the group the history of the Campaign, how they got involved, ways that the Campaign works, and

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what their group does locally. Through initial speaking engagements, some groups have built ongoing relationships with organizations and get invited to set up marketplaces at annual dinners, etc.

Content

Depending on the goal/purpose of the presentation, content can vary. For presentations focused on fundraising and recruiting new members, sharing background on the SLF and Grandmothers Campaign, the impact of the work, and specifics about what your group's activities is a general recipe. There are many SLF resources available online to pull from ([Grassroots newsletter](#), [Year in Review](#)) as well as short SLF-created videos that could be shown as well. ([Celebrate and Re-dedicate](#) is a popular video to show.) In addition, the Grandmothers Campaign is working on refreshing the Speakers Bureau in the Members Only section of the Campaign website with updated resources for presentations.

Some members expressed that although they had attended a National Grandmothers Gathering, or an educational trip to the African continent with the SLF, they wondered how long the content would stay relevant. However, others who have continued to share their experience from several years ago, shared that the most resounding impact continues to come from telling personal stories and experiences.

When speaking in schools it is important to use age-appropriate material, and check with teachers ahead of time to make sure you don't overstep. The SLF has a list of books/presentations for certain age groups.

Encouraging members to speak

There was also interest in learning about how groups recruit speakers from within the group who are comfortable and willing to give presentations about the group and the Grandmothers Campaign in general. One strategy was to have 2 or more members to make a presentation together, this way they are supporting one another and members who may feel intimidated to make a presentation alone are encouraged and can nurture their confidence. Similarly, it has been helpful to invite members to attend speaking engagements as volunteers (with no speaking duties) to watch and observe. Through watching, learning and seeing what's involved in a presentation, volunteers become presenters themselves.

One group has created a PowerPoint with speaking notes so that members don't have to create a presentation from scratch, but can use something tried and tested.

Another suggestion is to reach out to the Grandmothers Campaign team at the SLF to see if there are any groups in your area that are active in the realm of public speaking that could visit and train your members. and talk about their process of public speaking.

Surveying your group to see if anyone has a background/interest in public speaking is also a great first step. One group shared that many of the speakers in their group are former teachers and are used to speaking in front of groups.

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SLF Resources

Attached with these minutes is a pdf document of age appropriate books about the HIV/AIDS Pandemic. Some school divisions may already include a lesson plan specifically regarding HIV/AIDS. If you are invited to speak to a school be sure to coordinate with the teacher or school board to find out what students may have already been taught. We are currently working on an updated list and some more recent resources. Be sure to contact campaign@stephenlewisfoundation.org if you require specific materials or resources.

Thank you for a great call everyone!

Join us for the **November Campaign Call on Thursday, November 21st at 12:30pm ET** to share tips and best practices on recruiting younger members.

Contact the Grandmothers Campaign team at campaign@stephenlewisfoundation.org for conference call dial-in details, or sign up on the Grandmothers Campaign website: <http://grandmotherscampaign.org/get-involved/campaign-conference-calls/>