



We have the presentation and the talking points, you have your personal stories and charisma. Put them together, bring them to the right audience, and together we'll make an impact.

Core Project Component: Find an appropriate venue and deliver a community presentation about the youth vaping epidemic.

STEP-BY-STEP GUIDE

1) Identify your audience



Check your school district's website for upcoming school board meetings;
Check with your school about upcoming parent/teacher organization meetings;
Speak to an administrator, teacher, or counselor at your school about the potential for speaking at a staff meeting;
Check local community groups (Rotary, Lions, Junior Women's, Elks, Kiwanis, etc.) and see

2) Request an opportunity to speak



Ask if you can speak at an upcoming meeting.
Understand that agendas for such meetings are often planned months in advance or follow a consistent format. If you have a personal connection - a friend, family member, teacher, etc. - who can vouch for your effort, encourage them to do so.

Ask how much time you have to speak. Ideally you will have 30-40 minutes for presentation and 15-20 minutes for discussion.
If you have not heard back in two weeks, send a follow-up email.
*The follow-up email can be as simple as forwarding the original email and saying, "Dear **Name**, I know you are busy, but I am wondering if you have had a chance to review the following email sent on **Insert Date**."*

If the group declines your request, simply reply with a "thank you" message and offer to present if they have future availability or change their mind.
*You can use language such as, "Dear **Name**, Thank you for your consideration. I understand now may not be the best time for me to present to your group. However, if you think it might be a fit in the months ahead, please let me know. Sincerely, **Your Name**."*

3) Identify your venue



Most meetings will have a pre-identified venue;
If you need to find a venue, work with a parent, teacher, or counselor to find an appropriate facility. Ideally, your school may be able to provide a space free-of-charge;
Consider A/V: Make sure they have a screen, projector, laptop, cords - anything you will need to present. It's always best to assume that you will NOT have internet access so have everything you want to use downloaded in advance.

4) Prepare your presentation materials



Download

Download our community presentation slide deck at catchinfo.org/SLPpresentation
 Customize the slide deck as appropriate for your audience and venue;

Even though the parent presentation may be the “meat” of your presentation, the most powerful component will be the personal stories, insights, and passion you can bring to the engagement.

5) Practice the presentation



Rehearse your presentation in front of a friend or family member;

*One key to a successful presentation is to practice **out loud**. Run through your slides in front of a mirror, then ask someone to watch and provide feedback.*

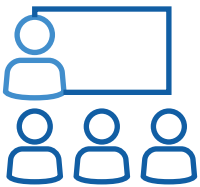
Learn your material – no one wants to sit through a read-along;

Our slides help you prepare by providing a script, but your audience will expect you to know the content. Remember: you're the expert!

Ensure the presentation is loaded and works properly on the venue's presentation equipment (What kind of computer do they use? Will there be internet? etc.);

See if you can arrive early and test your slides at the venue.

6) Deliver your presentation!



Pass out a sign-in sheet to capture attendance;

*Ask for **Name, Email Address, and Role (Student, Teacher, Parent, or Community Member)***

You've prepared for this, now go break a leg!

7) Take care of follow-up



Send handwritten thank you card(s) to your host(s);

If any follow-up was requested or any questions were asked that you needed to research in order to answer, send an appropriate follow-up email, letter, etc.

Complete the reporting requirements listed below.

REPORTING REQUIREMENTS

Complete the post-project online report at catchmybreath.org/SLPreport

You'll be asked about:

- ▶ *Your project goals and results*
- ▶ *Your target audience (including size of audience, location, etc.)*
- ▶ *Your reflection on your project experience*