

## HOW TO STRUCTURE YOUR TALK

- **Opening** Introduce yourself and Brooke, and tell the group what you will be talking about.
- **Attention-grabber** Use statistics, a shocking or unusual fact, a quote or picture.
- **What is the problem?** Use the key messages and, if you have visited a project, make it personal.
- **What is the solution?** What are we doing?
- **Conclusion and call to arms** When you begin your talk, be clear on what outcome you want and how you want the audience to feel, for example angry, inspired, passionate or ashamed.
- **How can the audience get involved?** Taking part in an event, starting a new supporter group, joining a group, becoming a speaker, leaving legacy, etc.