



Crafting Your Message

Introduction

- A. Introduce yourself
- B. Show video
- C. Preview
- 1. Tell your audience why you are here and what you will talk about

II. Body

- A. Main Point #1
 - 1. ALICE+
 - 2. Data (provided by United Way of Amarillo & Canyon)
- B. Main Point #2
 - 1. My Personal Why
 - 2. Data (Presenter chooses data that resonates with them from "Facts & Figures" document)
- C. Main Point #3
 - 1. Specific Story (The person behind the numbers and data)

III. Conclusion: Make the Ask

- A. Review
 - 1. Tell the audience what you already told them
- B. Make the Ask
 - 1. Leadership Giver (Provided by United Way of Amarillo & Canyon)
 - 2. \$5 More
- C. Thank your audience