

## **100+ Women Who Care of Northern Door County**

### **Content tips**

1. Introduce yourself and the organization, and the colleague helping you present.
2. If you are a member of the organization, use 'we' not 'they'. Why do you choose to participate in this organization?
3. Focus on the need in Door County and how your organization responds to and services this need. Share the geography and number of people served by your organization. In 100+WWC context, "Northern Door" means Sturgeon Bay and North.
4. Why should members choose your organization for their donation?
5. How is the organization currently funded?
6. Be personal, thorough, and specific. Members are always interested in how the organization uses volunteers. Be specific about the number of volunteers and volunteer hours to staff and paid hours.
7. Feel free to use this as a forum for soliciting donations of all kinds including volunteer time. What are the organization's needs?
8. What would the impact of the donation be for your organization. A specific use of the donation helps members understand their exact impact. Identify who the funds will impact, and how many people it has served, and how many will be served by this donation. Are there any current unmet needs that could be impacted by this donation?
9. How are donations spent? What are you doing to minimize administration costs and sources of funding? Explain the measurements that will be used by the nonprofit to ensure the success of this program, and make the best use of the donation. If practical, demonstrate creativity in the organization and how you make money stretch.
10. Tell human stories to make the organization and the organizational need real.
11. If you have a vision or plan to impact the future needs of Door County, please share.
12. End with a heartfelt request and a thank you to your fellow members for their consideration.

### **Tips for Presenting to a Large Group**

1. Try to stand in one place. It helps the audience concentrate on your face, not on your body movements.
2. As you are speaking, create eye contact with a single participant and speak directly to them for ten to fifteen seconds and then move your gaze to another part of the room and repeat. This makes it appear as if you are personally speaking to everyone.
3. Speak slower than you would in a one-to-one conversation and pause momentarily after an important point in your talk. A large, listening audience needs a few more moments to absorb your information.
4. Do not try to fill the pauses. Practice eliminating verbal fillers like 'um' and other ticks - especially on video.
5. Begin your talk with the most important information, not a build up to the most important information. Repeat your most important information at the end of your talk. Audiences remember most what they hear first and last.
6. Everyone wants to hear what you say. The microphone is your best friend. But, if you put it too close to your mouth your words are garbled, too far away, your voice cuts out. Keep the microphone about one to two inches from your lips for the best effect. Feel free to practice with it prior to the meeting.
7. For in person meetings, in Q & A, wait for the question and then for the question to be repeated. People in person and on the phone/webex need the question to be repeated to clearly understand. If you haven't done so already, introduce the Q&A organizational participant. Answer all questions concisely so that you have more time for more questions.

### **Tps for video/virtual format presentation**

1. A strong internet connection is needed for Zoom. Make sure you are in a location that will support that.
2. Check equipment beforehand - especially any headphone or mics and make sure that sound is good so that we can clearly hear you and volume is sufficient.

3. Look at the camera as you present. Position notes behind your camera so you have more opportunity to look up at the audience through the camera. Have a close up headshot and in focus video. We want to see your face well so that it feels personal, despite the remote format.
4. Make sure lighting is good - front light your face with a small desk lamp if required.
5. Pay attention to what's behind you in the background. Keep it simple, light and bright. You want the audience to focus on you and your message.