

## Speak at a Local Community Group

Speaking at a local community group can raise the profile of your issue, bring in new activists, and create useful alliances. Here are six steps to follow.

### 1. Pick Your Audience

Possibilities include HIV/AIDS organizations, local health-focused organizations, church or other religious groups, social action committees, political organizations, and student groups

### 2. Pick Your Topic

There are numerous facets about your issue that you could talk about. For example, for tuberculosis, depending on your audience and your goals, you could focus on the connections between TB and HIV, the global threat of drug resistant TB, or the importance of fully funding the Global Fund. You could also lead a media or political advocacy training workshop where you discuss some of the skills in these activist toolkits.

### 3. Identify Your Target and Contact

Call the organization you chose and ask to speak to the person who handles outside speakers. Have your topic already decided but be flexible if you can tailor your talk to what they need.

### 4. Draft and Practice Your Presentation

- Introduce yourself and your work, focus on stories rather than numbers.
- Introduce your audience to the scope of the problem.
- Educate them about the solutions with specific examples in the field and successes.
- Call them to action by letting them know how they can become more involved and always offer a specific action to take at the end of the meeting.

### 5. Deliver Your Presentation

- Bring hand-outs such as background materials or an easy action alert.

- Bring a sign-up list.
- Deliver your presentation and answer questions.
- Stay after your presentation to engage with people who want to talk further.

## **6. Follow Up**

- Contact people who asked to be contacted.
- Thank the person who scheduled your speaking appointment.

Source: [RESULTS Educational Fund's Activist Milestones](#)