

Module 3



Mobilization: Give a Speech to a Group

Learn to address groups of 50 to 300 people at a time to make them aware of the need, and start some of them taking action.

Your speaking engagements will be a way to raise awareness and motivate citizens to take action.

Guide for Public Speaking

Goals for your public speaking:

The purpose of these speeches will be to communicate with gatherings of people and motivate them to take action. Your speeches will vary in length depending on the venue, but each should involve education/motivation and a commitment to action.

How to get yourself in front of groups:

- Join Toastmaster (speakers group) and speak to groups about the need for citizens to take back elections, and how to do it.
- Toastmasters is an international organization whose goal is to develop the speaking skills of its members. There is nothing more confidence-building than being comfortable speaking in front of a group. It is an extremely effective way to get your message across and educate large groups on important issues such as the need to take back elections. Here's how you get started:
- Google "Toastmasters" and add your city of residence. All of the Toastmasters groups in the area can be found this way. (In Austin, Texas there are about 55 of them, which meet on different days and at different times and places.)
- Pick two or three that meet at times, dates and places convenient for your schedule and go visit them. When you find one that meshes with your personality, go back again

until you feel you can commit to joining. The usual obligation is once a week for an hour. Each club has its own “personality”, so check out more than one until you find one that you like.

- In an hour long Toastmasters meeting, 13 to 15 people will have an opportunity to speak. Three are usually prepared speakers, three are evaluators who are making notes and delivering their evaluations when the speakers are done, and the rest speak on impromptu speech topics (for one to two minutes each) delivered by the “Table Topics Master”. All of these roles are signed up for in advance. As a guest, you will not be required to speak. You may be called upon for a “Table Topic”, but if you are nervous, just pass.
- Most speeches in Toastmasters are 5 to 7 minutes in length. Develop a talk about taking back elections that will fit into this time frame. You can get ideas from the presentation that goes with this Citizen's Tool Kit, which you can download here: <http://www.blackboxvoting.org/toolkit-presentation.pdf>
- Keep it concise. The basic Toastmasters’ formula is: Tell them what you’re going to tell them; tell them (usually in three main points;) and tell them what you’ve told them (conclusion) This will give you great practice in saying the most you can in the least amount of time. A challenge for this issue, but one that is good practice for the next step:
- Expand on your basic speech and ask for two time slots at your meeting to practice it, as you prepare to deliver it to outside groups. Toastmasters is a great place to develop & polish up a good speech! Truly a credible speech on the elections issue would be difficult to deliver in less than 10 to 15 minutes (or more) which would fill two time slots in a Toastmasters meeting.
- Once you have your talk down, call on any and all local political groups that have regular meetings in your area. You can find them by Googling them up. Contact the President or events coordinator and ask to be a speaker at an upcoming meeting. Explain the time sensitivity of the issue because of the upcoming mid-term election. Do NOT limit yourself to any one party. They all have interest in this topic.
- Check newspapers or publications in your area, look for citizens’ groups that might be receptive to your talk and contact them about speaking.
- If there are local radio stations that might be receptive, contact the radio show host and see about being a guest on their show to discuss election issues.

When you give your speech to groups:

- Ask how many attendees are usually expected. Make a copy of the Citizen's Tool Kit for each attendee. Ask the host of the meeting when is the best time to pass out the handout. It's best to place them on chairs before the meeting. Second best is to hand them out as you begin your speech.
- As a call to action, you might want to include a Commitment to Action card. Use your creativity. The cards can ask for name, contact information, and which actions in the Tool Kit are of most interest to the individual. You might want to add a question as to

whether the individual tends to mentor, lead or organize others, and a question about whether they would like to commit to form and lead a small group (5-12 people) to take action to take back elections.

- Collect the response cards before you leave.

The time to start is NOW! The clock is ticking! You will find that one opportunity will lead to another, and in no time you will become the local authority on this issue!

For copies of past speeches given on electronic voting, contact Vickie Karp at karp@mail.com.

This may be the most empowering thing you do in your entire life...go on, get out there!!!!

Collaboration and appreciation: Black Box Voting wishes to thank **Vickie Karp** of **Black Box Voting**, **National Coalition 4 Visible Ballots**, and **Vote Rescue** (Austin, TX) for contributing her expertise on this module.

Your Own Additions to the Give a Speech Module

You can share your ideas by sending to crew@blackboxvoting.org



What worked well?

What new ideas did you come up with?

Was there anything that didn't work very well?
