



PRESENTING TO LEADERSHIP

OPTIONAL RESOURCE

DIRECTIONS: Ready to take your Waste Campaign to the next level? Check out these tips for presenting your innovative waste solution at a public meeting in front of your city council, school board, district, PTA/ PTO or other local leadership body.

TIP #1: RESEARCH

- First, research your district or city's rules surrounding presenting at a public meeting. Establish the time limit for speaking at a meeting and if there are any pre-registration guidelines. Some groups require you to bring written copies of your statement, while others don't allow pre-registration, which means you must arrive early and fill out a form to speak on site. There may also be restrictions as to how many people can present. Be sure to ask these questions, and fill in your answers below:
 - How long can your presentation be? _____
 - Do you have to pre-register to speak? _____
 - How many people can present? _____
 - Will you need to bring any specific forms with you? _____
 - Can you show a video? _____

TIP #2: CRAFT YOUR STATEMENT

- When crafting your statement, set a goal and be clear about what action you want your representatives to take. Do you want an ordinance passed? Do you want something banned? Do you want a representative's support?
- Keep your statement short and sweet. Live by the acronym **KISS: Keep It Simple Silly**. Don't over-complicate your message or use up unnecessary time. Get to your point sooner and you'll retain the attention of whomever you're talking to.
- Introduce yourself. Share your name, where you live, and let the audience know you are part of Grades of Green's Waste Campaign, which is a global movement of thousands of students addressing waste issues in their communities.
- Explain your WHY- why is this particular waste issue you are talking about important to you?
- Include at least one relevant fact or statistic from your Phase 1 research that shows why your proposed change is necessary. For example, find out how much waste is produced every day in your city or state, and share that fact in the beginning of your statement.
- Create a call to action - what can this leadership group do to create the change you want to see? Be direct, clear and firm with your request!



TIP #3: PREPARE

- Practice what you're going to say as many times as you can before you present. It's so much easier to be confident and clear when you know what you're planning to say next!
- Time your practice presentation so you know in advance how long it will take to deliver your statement. If you want to practice with an audience, ask your Adult Lead to listen and give you feedback, or contact your Grades of Green Mentor to schedule a run-through.

TIP #4: PRESENT

- Encourage as many members from your Campaign Team as possible to join your appointment if allowed by the group you are presenting to. If possible, coordinate what you will wear so it is clear to the audience you are a team who is supporting the same issue. If your school has a t-shirt, you can wear that, or simply pick a color and ask everyone to wear that color shirt to the appointment.
- On the day of the presentation, make sure you have your notes on hand, and have any supporting materials you need with you such as a flash drive with your video, photos you plan to show, demonstrations, etc.
- Arrive early to the appointment to make sure you have a chance to speak, and register early if you have the option. Arriving early will also give you time to familiarize yourself with the environment so you feel confident while speaking.
- Create a Plan B if you don't get the chance to speak. Can you send your representative a letter or an email? Can you make another appointment with a representative? Can you submit a written comment? Don't worry if you have to change your strategy; there are many ways to engage with your community!