

# ***Additional Program Recommendations***

## **Tips on Securing a Guest Speaker**

*The following is a step-by-step guide outlining the process of finding and inviting a guest speaker to your volunteer activity session. Be sure to plan ahead of time to ensure success, especially in making the initial contact with your guest speaker*

### **STEP ONE – FIND THE GUEST SPEAKER**

- A. Begin planning early – preferably at least one month in advance
- B. Create an agenda for the volunteer activity session and set goals for what you want to achieve
- C. If your volunteer activity session dates are flexible, create a calendar with available dates for guest speakers
- D. Determine the area of interest for a prospective guest speaker presentation
  - ~ What background do you want the speaker to have?
  - ~ What general “story” or information would you like the

speaker to share with your audience?

- ~ How will the guest speaker be incorporated into your event? Will they leave after their presentation, or stay to participate in the activity with the volunteer club members?
- ~ What is the purpose of the guest speaker? (motivate? educate? entertain? etc.)
- E. Talk to colleagues, family, friends, and volunteer club members to ask if they have any personal contacts that would fit the ideal guest speaker for your volunteer activity session.
- F. Research potential guest speakers through the internet.

### *POTENTIAL SOURCES FOR GUEST SPEAKERS:*

- ~ A representative from the organization receiving your club’s donation
- ~ Government or city official



- ~ University educators or graduate students
- ~ Retired professional in the topic area

**STEP TWO – MAKE THE CONTACT**

- A. Initially contact the speaker via email, phone call, or face to face meeting – be professional!

*QUESTIONS TO ASK THE SPEAKER:*

- ~ What is your background? (i.e., what experiences have you had related to the topic)
- ~ How did you get your expertise?
- ~ What is your cost?

*INFORMATION TO GIVE THE SPEAKER:*

- ~ Contact person and information (email and phone number)
- ~ F.I.I.V.E. volunteer activity session purpose and goals
- ~ Event location and time
- ~ Length of presentation, excluding Q&A
- ~ Expected audience (learning ability level, age group, number of attendees, etc.)

- B. Follow-up with the guest speaker

*QUESTIONS TO ASK THE SPEAKER:*

- ~ Can you send a resume and/or brief biography? (You want to be able to properly introduce your speaker.)
- ~ What room set-up will you need? (projector, speakers, etc.)

**STEP THREE: – PROMOTE THE EVENT**

- A. Focus promotion around attracting target audience – sometimes

promoting a guest speaker is a great tactic for getting volunteer club members to show up to activities. Promoting a guest speaker is also a great way to expand a volunteer activity to include a larger group of volunteers from the community, beyond the members of your volunteer club. You may want to attempt an activity that requires more volunteers than your club includes. Having a guest speaker can make your regular event more “special” and therefore may attract a larger group of volunteers.

- ~ Flyers in community centers, libraries, schools, etc.
- ~ Posters
- ~ Website
- ~ Email blasts
- ~ School announcements
- ~ Word-of-mouth
- ~ Social networking sites
- ~ Church bulletins

**STEP FOUR: – THE PRESENTATION**

- A. Arrange to meet the speaker when he/she arrives
- B. Give an introduction to the activity, and the speaker. Be brief, sincere, and enthusiastic!

*INTRODUCTION FORMULA:*

- ~ Topic – Give the title of the presentation
- ~ Importance – Tell why this topic is important to the audience



- ~ Speaker – Give the qualifications of the speaker. Provide the speaker’s name clearly and distinctly as the final words of your introduction.
- C. Plan a question and answer session following the presentation
- D. Prepare a written thank you card and a small gift to give to the speaker
- E. Document the event with photos and/or video clips – if allowed by guest speaker
- F. After the speaker has departed, ask volunteer club members to give feedback on the speaker. This can be conducted via a verbal debriefing session or a paper and pencil evaluation form.

## Tips on Recruiting Volunteers

*Recruiting older adult volunteers may perhaps be the most difficult part of the program. Several of the tips for securing a guest speaker outlined above are applicable to finding volunteers. Additional suggestions also are outlined in the Volunteer Management Training module on page 11. Included below is a list of the*

*human service agencies where the F.I.I.V.E. Chicago volunteer clubs advertised to find older adult volunteers. While this list primarily includes Chicagoland resources, it may give you ideas for similar resources to contact in your area.*

### CHICAGOLAND RESOURCES

**Niyama Yoga, Wilmette**  
<http://www.niyamayoga.com/>

**Spynergy, Winnetka**  
<http://spynergywinnetka.com/>

**The McGaw YMCA, Evanston**  
<http://www.mcgawymca.org/>

**Northfield Park District, Northfield**  
<http://www.northfieldparkdistrict.org/>

**Lake Forest Health & Fitness Center,**  
 Lake Forest  
[www.health-fitnesscenters.com](http://www.health-fitnesscenters.com)

**Kenilworth Union Church, Kenilworth**  
<http://www.kuc.org/>

**Winnetka Congregational Church,**  
 Winnetka  
<http://www.wcc-joinus.org/>

**First Presbyterian Church, Evanston**  
<http://www.firstpreevanston.org/>

