



**United Way**  
Central & Northern  
Vancouver Island

## Community Partner Speakers Training

Here are some elements that you should cover in your speech to help prospective donors connect emotionally with your cause, understand how you make a difference and the importance of United Way funding.

1. Thank United Way and the past donors in the audience– because of your donations we are able to make in difference in the community.
2. **Paint a picture of the need.** First explain who are the people you serve and why they need help. There is a reason why your program operates. What is the social need you are trying to serve? Isolated seniors. Vulnerable teens. Working poor. Clients with special needs. Use a composite client story to explain the need. **This is the BEFORE picture.** What kinds of hardships, challenges or crisis do your clients face? This answers why your audience should care.
3. What is your program? What do you do and how are people helped? Don't go into too much detail.
4. How many clients do you serve a year in the program funded by United Way?
5. **Paint the AFTER picture.** If your program works, how are people's lives changed. How does that benefit the community (lower police, hospital or court costs, children ready for school, etc.)
6. What would happen if the program wasn't available?
7. Thank people for their time.

**United Way Central & Northern Vancouver Island**

**Change starts here**

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