



Day of Action Program Template

- I. Welcome to ServiceNation Day of Action
- II. Introduction of Speaker
- III. Speaker gives Testimonial about the Impact of Service
- IV. Introduction of Community Leader
- V. Introduction of Elected Official(s)
- VI. Music/Performance
- VII. Reading of Declaration and Call to Action

***TIPS

- 1) Every speaker needs an introduction from someone else. Be creative! Have a child from a school or from the community introduce the elected official. This is your chance to be inspiring
- 2) Make it shorter rather than longer. No one likes to stand around listening to long programs. So if you have a lot of speakers, break it up with music or a performance.
- 3) Lay clear expectations for speakers. Give them the agenda and program ahead of time. Tell them when exactly they will be speaking in the line-up. Tell them approximately how long they will be speaking for. Most people go long, so plan for that.
- 4) Identify the purpose and role for each speaker and communicate this role with the speaker. People need to know why they are speaking and why it's important to the overall vision for the Day of Action.
- 5) Diversity is key! You have to have a diverse speaker line up. Make sure it is balanced in terms of age, race, and gender.
- 6) Prep speakers. Prepare talking points. Make sure they mention ServiceNation and the Day of Action. Also have them mention the declaration.