

Creating Talking Points for Your Board Members

Guide and Worksheet

Equipping your board members with a set of talking points about the gala empowers them to be effective advocates for your cause. This guide will help you craft talking points that are clear, compelling, and easy to remember, ensuring a consistent message about the gala is communicated.

1. Identify Key Messages:

What are the main points you want people to remember about the gala? Keep it simple and concise. For instance, "Our gala supports educational programs for underprivileged children."

2. Make It Personal:

How can you connect the talking points to the board members' personal experiences with the organization? Personal connections make the points more authentic and memorable. For example, "I've seen firsthand how these programs can transform lives."

3. Be Specific:

Provide concrete details about the gala like the theme, goal, beneficiaries, and highlights of the program. Specifics add credibility to your message. An example could be, "Our 'Night of a Thousand Stars' gala aims to raise \$500,000 to provide educational resources for 2,000 children."

4. Encourage Action:

What actions would you like listeners to take after hearing these talking points? Be sure to include a call to action in your talking points, such as "Join us to make a difference in these children's lives."

Worksheet: Creating Talking Points for Board Members

1. Key Messages

Write down 3-5 key points about the gala that you want your board members to communicate. Example: "Our gala supports educational programs for underprivileged children."

1. _____
2. _____
3. _____
4. _____

2. Making It Personal

How can you connect these key points to the board members' personal experiences with the organization? Example: I've seen firsthand how these programs can transform lives.

1. _____
2. _____
3. _____

3. Be Specific

List specifics about the gala that your board members can share. Include details about the beneficiaries, the theme, and highlights of the program. Example: Our 'Night of a Thousand Stars' gala aims to raise \$500,000 to provide educational resources for 2,000 children.

1. _____
2. _____
3. _____

4. Call to Action

What action do you want people to take after hearing these talking points? Example: Join us to make a difference in these children's lives.

Call to Action:

5. Distributing the Talking Points

Once you've crafted your talking points, distribute them to your board members. Consider holding a brief meeting or training session to review the talking points and discuss how to use them effectively. This is also a great opportunity for board members to practice delivering the points and ask any questions they may have.

Ensure that these talking points are used in all gala-related discussions, whether it's a casual conversation with a potential donor or a formal presentation. The more consistently the talking points are used, the more likely the key messages about the gala will be remembered.

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