

**Some Basic Hints for Developing Your Witness Talk**  
for those presenting the Appeal to the congregation

- 1) Start your preparation early.
- 2) Outline your thoughts.
- 3) Write your script out in full - large print, double-spaced.
- 4) Remember that stories about *real people* are better than statistics.
- 5) Assure the people of the truth - their donations will only be used to support 28 charitable, educational and ministerial diocesan programs that are described.

**Please consider:**

- 1) Your personal appearance.
- 2) The amount of time you will practice your talk beforehand.
- 3) The length of your talk. It should not be either too long or too brief. 5 minutes is probably about right.

**In your talk:**

- 1) It is perfectly fine to demonstrate your **passion** for this charitable undertaking
- 2) It is good to offer a few statistics and to **name agencies. Stories**, however, are better than statistics. Be as specific as possible when telling an actual story which you have learned.
- 3) It is a very good thing to **be confident** about what you are saying. Speak from your heart and enjoy the experience.
- 4) Do plan on closing your talk with a strong **appeal for generosity**.
- 5) Do encourage people to **pledge a gift** over the ten-month pledging period.
- 6) Remember how important it is to **thank people** for their goodness.