**A. INTRODUCTION**
**"Tells your audience what you are going to tell them"** and establishes the foundation for your speech and may consist of

* Attention-Getter: A statement that gains the attention of the audience and makes them believe that this issue is relevant to them. Please, save your rhetorical questions for later (NOT here).
* Bond / Link-to Audience: Identify a personal connection in the audience’s lives or their emotional experience (grief and sorrow, happiness, compassion, guilt).
* Establish Credibility: Demonstrate how you are an 'expert' through your own experience or study.
* Destination / Position Statement: State clearly why you are speaking at this moment. State your Goal, Thesis or what you expect as an Outcome. An example may be ... "This evening/today I am here to convince you that .... is the most rewarding charity."
* Transition: A transition is how you move from one section or point to the next. It is a linking idea. You could say ..."Let's begin by ...", "Let's start with ..." or I prefer "Let's consider ..."

**B. BODY of your Speech**
The Body of your speech is where you appeal to your audience and use techniques to convince them to donate to your charity.

* Logical Appeal
	+ Facts, statistics, and well-reasoned arguments (if this happens...then this…)
* Ethical Appeal
	+ Argument based on widely accepted beliefs and values
* Emotional Appeal
	+ Uses stories, quotes, and loaded words (words with strong connotations) to bring about strong emotions in the audience

**Transition: Create a linking statement to the Conclusion, i.e. "Let's summarize ..." or "Can we consider these main points ..."**

**C. CONCLUSION**

* Call-to-Action: "I encourage you to ...", "Let's all contribute ..." , "... sign now ...", "make a decision now to be involved ..."
* Decision-Maker (Clincher - optional): "Coming around is the petition ..." "Being passed around is a handout with extra info if you want to get involved..."

**D. WORKS CITED (Please list at least two sources you used for your research in MLA9 format)**