

True Sport Champion Speaker's Guide

A guide to giving a True Sport Movement presentation to people and groups in your community

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Welcome to the True Sport Champion program!

As a True Sport champion you represent a powerful voice for values-based sport and recreation in your community. That's why its people like you – people who want to see sport live up to its potential – who are the most important keys to the success of the Movement.

By engaging your community in a dialogue around True Sport, making presentations and advocating for change you are adding momentum to the Movement and sparking commitment from others within your community.

The True Sport Movement has developed this kit to provide you with the necessary tools and resources to become a True Sport Champion. Inside you will find everything you need to deliver a presentation and discuss the Movement with communities, schools, teams/ leagues and organizations.

For example, you will find PowerPoint slides with speakers notes, a promotional video, handouts, template letters requesting meetings / presentation, how-to ideas and suggestions as well as a list of common questions you may be asked along the way.

Remember- you are not alone! Your efforts as a True Sport Champion reflect the belief of the vast majority of Canadians who want this kind of sport – True Sport- for their kids and their communities. You will also be connected to a network of other champions working to promote True Sport in their own communities.

Your work is also supported by the True Sport portal (truesport.ca) - the go to place – for tools, resources and

information and the place to formally declare and -
Join the Movement!

By becoming a True Sport Champion you join a network of others working to ensure that sport at all levels is providing a positive, meaningful and enriching experience for all who participate.

Thank you and welcome to the True Sport Champion team!

About the True Sport Champion Kit

This True Sport Champion kit has been designed for anyone interested in taking an active role in their community by working to engage other people and groups in the Movement. NO SPECIAL TRAINING IS REQUIRED. Everything you need to get started is inside your kit.

As you open the kit – you will find a few copies of the True Sport Community Action Kit for you to distribute. This kit provides a general introduction to the Movement and can also be downloaded from the True Sport portal at: <http://www.truesportpur.ca/kit>

You will also find one CD's in your kit which contains a copy of the True Sport promotional video (6 mins) for use during presentations and meetings.

You can access a downloadable copy of each document in the True Sport Champion kit at truesportpur.ca/champion

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Most materials have been tailored to assist you in speaking to different audiences. You will see that the kit has various sections including:

- Communities
- Organizations
- Parents/ Youth
- Schools
- Teams / Leagues
- Media/Promotion

Within each section you will find specific tools such as PowerPoint slides with speaking notes, template letters, handouts, sample media releases and lists of common questions etc.

About the True Sport Presentation

Each section of the True Sport Champion Kit contains a different PowerPoint presentation tailored for the intended audiences.

The presentation has been designed to be as simple as possible. Each slide is accompanied by speaking notes you can read as you move through the presentation.

At certain points the slides will prompt you to ask questions of your audience or to refer to handouts or other True Sport resources contained in the kit.

Following the PowerPoint presentation a slide will prompt you to 'show the True Sport promotional video' included in the kit. The video is approximately 6 minutes in length. It will be up to you to decide if you want to show the video, time permitting.

Remember: As a True Sport Champion you are simply introducing the True Sport Movement and starting a dialogue around how the person or group could potentially engage in the Movement. You are not expected to have all the answers!

Remember: To encourage all people and groups to visit the True Sport portal to officially declare and Join the Movement at truesport.ca!

PRESENTATION TIMELINE

Setting up and promoting your presentation

Depending on the size of your presentation you may want to start preparing up to one month prior. You will need to:

- Identify your audience
- Identify a possible location
- Choose a date and time
- Communicate with audience – send invitations

Identify your audience

Typically as a True Sport Champion you will be working with and speaking with groups in which you are either already involved or have an interest in working with.

Within each section of the True Sport Champion kit you will find a list of possible target audiences for potential meetings and presentations. This list will

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get you started – but remember you will be most successful when you connect with people you have an existing relationship with or are part of a similar group.

You will be amazed at the number of potential people and networks you are connected to in your community.

NOTE: Remember that it is often the same people who volunteer or work in many different areas in the community. A local soccer coach may also teach at the elementary school and sit on the board of a local sport club. These people may find multiple ways to engage in True Sport within their community.

Choose a location

Deciding on a location for your presentation will likely depend on your audience. If possible try and book a meeting room at the offices of your audience or a local community centre.

NOTE: Ensure you book or have access to a projector and / or laptop to project the PowerPoint presentation.

Send out invitations

Your main contact for the presentation may have an existing network they wish to invite, or you may need to determine a list of potential guests based on your target group. Each tab /section of the True Sport Champion kit contains a specific template letter/s you can customize to request a presentation. You will also find on page 9 of this speakers guide, a general email invitation you can use by cut-and- pasting directly into your email message.

HINTS: Try to customize and personalize each email if you have time. If you are sending the email to multiple recipients, it is a common courtesy to use the 'blind cc' field. This will prevent other recipients from seeing everyone's email addresses.

Promote word –of- mouth

As part of your invitation, encourage recipients to spread the word and invite colleagues or friends to attend the True Sport presentation as well. Ask that any additional invitees RSVP should they choose to attend.

Preparing for the presentation

At this point – there are a few things to consider leading up to the date of your presentation.

Track RSVPs

Confirm presentation location

Confirm equipment needs and availability

Do a 'dry run' of your presentation

Track RSVPs

People may confirm in various ways (by responding to your email, verbally, or via telephone). It is important to keep track of your RSVPs so you know how many people to expect.

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Confirm event booking

Depending on your location you may need to confirm your room booking up to a week in advance.

Confirm that projector / other equipment is available

If you are bringing your own laptop and projector – this will not be a problem, but if you will be requiring any equipment including speakers,

extension cords etc. confirm that there will be available about a week prior to your scheduled presentation.

Do a 'dry-run' of the presentation

Depending on the number of times you have given the True Sport presentation, you may wish to do a dry-run before the main event. If you have access to the room and equipment prior to – this is ideal. If not – walk through the presentation using the speaking notes provided.

Also, depending on your comfort level with technology you may wish to practice setting up the laptop and projector in advance.

Last minute details:

Send an email reminder

Photocopy or print any handouts

Pick up refreshments (optional)

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Day of the Presentation

The day has arrived! Some last minute things to remember:

Go through the final checklist

Arrive early to check set-up

Test to video and PowerPoint

Relax and give a great presentation!

Hand out feedback forms (for your own personal feedback)

Final Checklist

Print a hard copy of your presentation with speaking notes

Print / copy handouts / examples and bring enough for everyone

Bring some paper and a pen

Flash drive or memory stick with PowerPoint presentation and DVD with True Sport video

Laptop and projector (if bringing with you)

Refreshments (if you choose)

Arrive early to check the set-up

Plan or arriving at least 20 minutes before your presentation to make sure the room is setup properly. Do you have enough chairs? Are the tables / desks in the proper location facing the screen?

Test the PowerPoint and video

The last thing you want is to start the presentation and realize your technology is not working properly. Ensure the True Sport video volume level is adequate for the size of your room.

Begin the presentation

All your hard work and preparation are about to pay off! Remember to speak slowly and clearly, make eye contact with your audience, keep a positive attitude, smile and enjoy yourself.

Remember to ask the audience if they have any questions following your presentation. Always refer them to the True Sport portal at truesport.ca for more information.

Let them know that you are a True Sport Champion and are volunteering your time. Let them know we are always looking for other passionate True Sport Champions. **HAND OUT CHAMPION INFORMATION FORMS FOR ANYONE INTERESTED IN BECOMING A TRUE SPORT CHAMPION (Appendix 4)**

NOTE: Hand out and collect feedback form (found in Appendix 1) (optional)

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Day after the presentation

The day after the presentation there a couple of things to remember:

A final checklist:

Send out thank you – follow up email (Sample can be found in appendix 3)

Submit your True Sport Champion presentation tracking sheet (found in each section of the kit – hard copy and on your resource CD) to your contact at True Sport.

Submit any True Sport Champion information forms (from potential future Champions) to True Sport.

Also – as a valued True Sport Champion – we want to hear about what we can do to assist you. Please let us know what additional tools / resources or support would make the presentation / meeting easier or more efficiently by communicating with your contact at True Sport.

(613) 521-3340

info@truesport.ca

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FEEDBACK FORM

What did you enjoy about the True Sport presentation today?

Are you inspired to become a part of the Movement? Why or why not?

What is the biggest issue you face in sport today?

Do you have any suggestions for future presentations?

Thank you for your participation! Please return the completed form to your True Sport Champion presenter.

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EMAIL INVITATION

You can cut-and paste this message into an email from your True Sport Champion kit CD instead of re-typing the message below.

I believe that a positive sport experience builds character and contributes to stronger communities and to a more socially connected Canada. I believe in values-driven sport and recreation. I also believe that you share these aspirations for sport and recreation in our community.

True Sport offers a great way to help us work together to achieve the sport we want. True Sport is a national Movement of communities and groups across Canada working to ensure a positive, meaningful and enriching experience for all who participate in sport. The True Sport Movement is based on the belief that good sport can help build lasting strengths in individuals, as well as healthy, vibrant communities and a more socially connected Canada. At the heart of True Sport are four core values – fairness, excellence, inclusion and fun.

Find out how to you can become involved and Join the True Sport Movement! Join me for an introductory presentation and learn about this exciting new Movement and the difference it can make in our community. It's simple. It's practical. And the only cost is your belief in, and commitment to, positive values in sport.

[location]

[address]

[date] [time]

Please RSVP to [email]

In advance of the presentation, please visit truesport.ca to lean more!

I hope to see you at the presentation.

[your name]

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THANK YOU AND FOLLOW UP EMAIL

You can cut-and paste this message into an email from your True Sport Champion kit CD instead of re-typing the message below.

Thank you for taking time to attend the True Sport Movement presentation held at [location]. As you now realize it is up to all of us to actively support the kind of sport we want for our community: True Sport! The True Sport principles reinforce behaviours that build winning teams and welcoming vibrant communities.

If you haven't already done so, I encourage you to visit the True Sport portal – www.truesport.ca and declare [yourself, group name, organization] as an official member of the Movement. It's simple, free and the only cost is a commitment to uphold the principles of True Sport.

Please do not hesitate to contact me if I can be of any assistance as you develop your own connection to the True Sport movement.

[your signature]

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BE A TRUE SPORT CHAMPION

The True Sport Movement is the way to connect those who believe that sport – good sport – is a strong ingredient in building character, enhancing our human potential and contributing to healthy, vibrant communities.

It is a Movement powered by people like YOU- who believe that sport can make a positive difference in the lives kids and communities. GET INVOLVED! By becoming a True Sport Champion you can make a positive difference and promote values-based sport in your community.

It's simple and easy - everything you need to share the message of True Sport is contained within your True Sport Champion kit which contains the following:

- An official True Sport Champion piece of clothing
- Information specific to schools, team / leagues, parents/youth, organizations, communities and media
- PowerPoint presentations with detailed speaking notes
- Template letters / sample emails requesting meetings and presentations
- List of sample programs and initiatives

Simply by sharing the message of True Sport, you can spark commitment from others and discover in many cases that True Sport is already alive and well in your community!

We invite you to join us and work to ensure sport is living up to its potential in your community. For more information on the True Sport Champion Program and to become involved contact True Sport by phone at (613) 521-3340 or via email at info@truesport.ca

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