



Speakers Bureau *by Rex Morris*

Introduction and overview...ROCK Newsletter, May edition...

One of the best ways to gain understanding of what it's like to experience something you yourself have never been through is to hear someone who has had that experience talk about it.

By the same token, another very effective way of really getting a point across is to have an expert or an authority on the subject who presents the information.

Speakers can narrow the gap between talking about a subject and fully understanding it!

For this reason, speakers bureau programs are a very popular means of promoting education and understanding of Kairos. It also aides in the recruitment of new volunteers and fundraising.

Why develop a Speakers Bureau?

- 1.) Increase Kairos visibility
- 2.) Increase public awareness about Kairos
- 3.) Provide positive role models
- 4.) Recruit new volunteers
- 5.) Raise money

Who can you reach with a Speakers Bureau? **EVERYONE!!!!**

- 1.) 4th Day Communities
- 2.) Business and civic groups
- 3.) Churches and Sunday school classes
- 4.) Classes at local high schools and universities
- 5.) Cultural and minority groups

How to set up a Speakers Bureau?

First thing is to choose your speakers. Taking into consideration each person's area of expertise or experiences can assist you in making your selections; keeping in mind these people will be representing Kairos!

Speakers need to be:

- 1.) Well spoken, articulate and be understandable
- 2.) Appropriately dressed
- 3.) Engaging, keep peoples interest
- 4.) Likeable
- 5.) Knowledgeable, be able to answer basic questions
about Kairos
- 6.) Passionate about Kairos

In Summary:

Creating a Speakers Bureau for your AC can promote Kairos, increase Kairos visibility and increase public awareness, raise money, and assist in recruiting new volunteers!

If you haven't already created a Speakers Bureau, why not consider it now?