FINAL PRESENTATION GUIDELINES

No matter what the objective or strategy, every issue campaign requires resources – time, money, people, things. Typically, issue campaign managers seek the resources they need from one (or both) of two audiences: coalition partners and funders.

During this course you learned what individual donors would want to know about your campaign in order to decide whether to fund it – assuming your campaign were housed in a free-standing nonprofit organization started by you. However, an alternative to starting a nonprofit organization to address a specific issue is convincing existing organizations to adopt your campaign.

Final Presentation Assignment: Your assignment is to prepare and deliver a 15-minute presentation that explains your issue campaign. It should tell the story of why the issue must be addressed, what your theory of change is, and why you believe your campaign will be successful. In other words, it will make the case for why your campaign is important. It does not need to include a specific “ask” that the audience support the campaign in any particular way.

A successful presentation will include the following elements:

* Background Problem/Definition
* Campaign Objective
* Theory of Change
* Expected Start and End Date of Campaign
* Project Activities/Timeline
* Project Indicators, Outcomes, and Deliverables (Qualitative and Quantitative goals as well as how you will track and measure results)
* Project Management
* Budget Scope

The presentation should have a visual element, such as PowerPoint.

Final Presentation Logistics:All final presentations will be given in [insert location] unless other details have been arranged. Time slots are listed below.

Once you have given your presentation, you have until end of day (same day) to submit a copy of your presentation/slides to [Insert name].

Any questions, please email [Insert email address]