

Tips for a Good Presentation

Here is a checklist of things to know and do that are helpful for any presentation that you make to potential funders:

Before planning a presentation – Know your audience	✓
If the group has a website, visit it to become familiar with them.	
Know who belongs to the group.	
Know how large the group is and the number of members who usually attend meetings	
Know the purpose and activities of the group. Know if there is a special focus for the year or any special projects.	
Know if the group has supported literacy before, either financially or in-kind.	
Identify the possible ways they can support your organization. Know if there rules or restriction about how or how much they can support you.	
Know if there is a specific way to apply for funds, and if there’s a deadline date.	
Know how regularly the group meets and if they welcome presentations during their regular meetings.	
Know where the group meets.	
Know when the group meets.	
Find out how far in advance you need to book a presentation.	
Identify a contact person. Identify the president.	
Find out if there is someone in the organization who can talk to you about your presentation.	

Planning your presentation – practical pointers for ‘how’	✓
Know how much time you have for your presentation and stick to that time limit. Time your rehearsal of the presentation so you know how much time it takes.	
Know the details of the location where you’ll be presenting, e.g. size of the room, podium, microphone and other equipment available, wifi connection.	
A concise and to the point presentation is best.	
Tell a story.	
Use lots of images – verbal or visual.	
Use only a few facts that support your case.	
If there is time, activities where the audience participates will make your presentation more memorable, e.g. quiz or competition, demonstration.	
If you want to use technology, e.g. show a video or use a PowerPoint presentation, it’s often easiest to bring your own equipment, something you are familiar with using. But, make sure there is time to set it up before your presentation. For a short presentation, it might work best to just speak with the members.	
For PowerPoint presentations: Only have a few words on each slide. Don’t read the slides as part of your presentation. And, be prepared to present without the PowerPoint just in case the equipment doesn’t work.	
Know the meeting protocols. What can you expect? Are there any activities you will be	

expected to participate in? Any expenses you can anticipate? Will your presentation be at the beginning or end of the meeting?	
Have a contact so if you're going to be late, you can let them know.	
Confirm your appointment a couple of days in advance.	
Know how to get to the meeting and where to park.	
Be prepared to leave your contact information – e.g. business card, brochures	

Planning your presentation – practical pointers for 'what to include'	✓
Clearly identify yourself and your organization. If someone is going to introduce you, make sure they have the information they need.	
Thank the group for inviting you to speak.	
Identify the problem.	
Describe why it is important to solve this problem – for individuals, for the community.	
Examine how the problem can be solved. Show what your organization does or wants to do that helps solve a problem.	
Identify the outcomes you expect.	
Identify why you are asking this group in particular to help you. Describe how your need matches their goal or purpose.	
Specify the kind of help you want. Seed money or ongoing funding? Equipment? Space? Volunteers? Help with fundraising? Partnership? You may want to present a number of options. Be open to suggestions from the group; their expertise may lead to innovative solutions.	
Identify how the organization will benefit from helping you, e.g. recognition, opportunity to serve their community, a way of fulfilling their mandate.	
Include opportunities for questions or input either throughout the presentation or at the end.	
Take a handout to distribute and leave behind. Make sure you have enough for everyone.	
End with your contact information and another thank you.	

After your presentation	✓
Send a thank you note or email to president.	
Let the organization know what is happening with your program or project even if they don't make a contribution.	
If funding will be provided, follow up on how to proceed and the timeline to expect.	
If they make a contribution, let them know what has happened because of that contribution.	
Find out if it is possible to make more than one presentation to the group, particularly if there is a new project or program.	
Think of possible ways to keep the organization informed about literacy work in the community.	