

More Than Smart Keynote Preparation Checklist

Youth Frontiers, Inc.

Length	1.5 hours
Minimum recommended audience	50 participants

General Schedule:

- Introduction of YF Speaker—see enclosed biography
- 90 minute presentation by the speaker

Now that your keynote date is set, you will need to complete each item in the checklist below to ensure the success of your presentation. If you have questions, please call us at 952.922.0222 or toll-free at 888.992.0222.

1 Book a facility

*We strongly encourage you to hold your **More Than Smart Keynote** in an auditorium or similar setting.*

- Ideal locations are school or community auditoriums with fixed seating.
- Gymnasiums are not recommended because of poor sound quality.
- Please arrange to have the facility opened at least 1 hour before the audience arrives to allow the Youth Frontiers staff to set up.

Please provide the following for our staff 1 hour before the keynote begins:

- One chair per audience member set up auditorium style.
- One eight-foot, rectangular table (set up outside auditorium for takeaway materials).
- Open “performance” space for the speaker to facilitate the activities.
- LCD projector and screen for a PowerPoint presentation.

2 Fund your keynote

The following are methods other schools/organizations have used to fund their keynote:

- Ask your PTO/PTA or other parent group for their sponsorship.
- Partner with other schools in the district to share the expense.
- Ask a local business if they would be willing to sponsor the event.
- Write a grant to the community foundation in your area.
- Charge \$5-10 admission to help cover the cost.

3 Complete the YF Priority One form

- Your YF Priority One form will be emailed to you by the YF Retreat Coordinator at least six weeks prior to your program.
- You may complete the YF Priority One form online at www.youthfrontiers.org in the “Clients” section; or fax your completed hard copy to Youth Frontiers at 952.922.2122.
- When YF receives this information, we will put the details on our website, send you a PDF of a flyer, and give you a press release template.

4 Promote your keynote

- Promote the presentation in your school newsletter.
- Send an email or letter to parents (see attached for content example).
- Post flyers around your school in common areas or at local businesses.
- Post the presentation information on your school and district website.
- Send a press release to your local TV stations, radio stations, and newspapers.

5 Introduce the speaker

To help you introduce Joe Cavanaugh the night of the presentation, we provided you with an outline on p. 3.

Sample Memo to Parents

Youth Frontiers, Inc.

We are excited to announce that Joe Cavanaugh, Founder & CEO of Youth Frontiers, Inc., will be coming to speak to _____ parents about the importance of teaching character to our kids. We invite you to attend his presentation, **More Than Smart: Helping Our Kids Get an 'A' in Life**, on _____ at _____ at _____.

In 1987, Joe founded Youth Frontiers, Inc., a nonprofit organization that partners with school to build more positive school communities. In over 20 years of working with schools, Youth Frontiers has impacted nearly 1 million students and educators.

Joe is now taking his messages about character to parents. Joe will discuss how to implement values such as respect, humility, and moral courage into your children's lives, including simple strategies and tips for you in the most critical job of your life: raising kids who are more than smart.

One parent who attended a past presentation commented that, "The information you provided was practical, thought-provoking and insightful."

We hope you can join us for this exciting speaker.

Sincerely,

Introduce the Speaker

Youth Frontiers, Inc.

- Joe Cavanaugh is a nationally-known advocate promoting timeless values and personal character to audiences of all ages.
- With over 25 years of experience working with young people, he is one of the foremost communicators on the topics of respect, integrity, courage, and compassion.
- In 1987 Joe founded Youth Frontiers, Inc., a Minnesota based nonprofit that partners with schools to create more positive school communities.
- Youth Frontiers' work has impacted nearly 1 million students and educators and has received national acclaim by providing powerful retreats with the vision of changing the way young people treat each other in every hallway, lunch line, and classroom of every school in America so that today's young people can make tomorrow's world better.
- He currently serves on boards and committees for St. John's University and Catholic Charities of St. Paul & Minneapolis.

