



# **5 WAYS TO HIRE A WORLD-CLASS SPEAKER ON A SHOE-STRING BUDGET**

5 SIMPLE STRATEGIES TO GET THE SPEAKER YOU  
WANT AND THE KUDOS YOU DESERVE

Dear Caring Adult,

As a trusted leader, you undoubtedly feel responsible to provide your **students, staff, or community with the inspiration and tools** they need to succeed. But budget constraints often block many in your position from being able to book the kind of dynamic speaker you'd feel confident in - one that can actually deliver genuine, life-changing results for your audience.

Let's face it, world-class speakers **don't come cheap**. Many times organizations will reach out to a local business partner who can speak but does not have the skill set to truly connect with the audience, leading to an unmemorable event other than the free snacks.

But you don't want to bring in a no-name just to save a few bucks. After all, the well-being of your audience (and your reputation) is at stake. Anyone can speak, but can they effect the lives of the people they speak to.

You want to bring in the best, but the best is more than you can afford. It's the old "rock and a hard place" scenario, and we get that.

**GOOD NEWS...I'm here to help.**

In the following pages, you'll discover simple, tried-and-true strategies for securing the money you need for the kind of speaker your audience will love and your colleagues will praise you for.

It'll take some elbow grease and creativity on your part, but of course your students, staff, and community are worth it. We think so, too. That's why we've made these ideas easy to understand and easy to implement right away.

Thanks for the chance to partner with you in your life-altering work!

All the best,

*Cicero*

## STRATEGY #1 - “SPLIT THE BILL”

**Difficulty:** 2 out of 5

**The Big Idea:** Share the speaker with another school or organization in your community on the same day.

### How It Works:

Let’s say the speaker you’re interested in charges \$3,000 for a presentation.

Most speakers would jump at the chance to speak to an additional audience in the same area on the same day. Why? Because it means they get to speak to a larger audience without putting in more travel. By teaming up with another organization to bring in the speaker, you cut your portion in half. A \$3000 fee becomes just \$1500! (Yes, we were math majors in college.)

**Bonus!** Sometimes we have an existing relationship with an organization in your area that has expressed interest in the speaker of your choice. So check with us, just in case - we want to help you make this happen.

### Net result:

Awesome value for both you **and** the speaker, and a much bigger impact for your community.

### What To Do Next:

Reach out to another school or organization in your area via email. Customize the email template we’ve provided below to woo them over.

Hi [enter name],

I’m hoping to bring this fantastic speaker to our community.

Here’s their website: [insert speaker website]

We’ve been intentional about addressing [insert challenge, hope, or goal]. Here’s a speaker whose message and track record have proven to be effective. Wouldn’t it be great to make a serious dent in the issue and use this event as a catalyst to drive change?

I’d love to get moving on this right away, so let me know if you’re interested! Excited to join forces and help our community,

[your name]

## STRATEGY #2 - “CHECK THE COUCH CUSHIONS”

**Difficulty:** 2 out of 5

**The Big Idea:** Get the financial resources you need from the school resources **you already have**.

### How It Works:

There are funds “hidden” in your current school structures (ex: ASB accounts, Title VI funds, curriculum budgets) just waiting to be dug up and put to good use. People will want to help you in your search because it’s fun to dig things up.

### How to do it:

It’s not complicated, but it will take a little investigating (flipping over some couch cushions). Here’s some examples of where to look:

- Check with your administration about resources in the Associated Student Body fund.
- Ask them about Title VI funding.
- Find out if there are curriculum budgets (if, for example, the speaker has a book or follow-up curriculum that would directly benefit your students). • Contact your school’s PTO or PTA and share your plans with them - let your enthusiasm be contagious!
- Invite multiple clubs on campus to participate and help in a fund raising project. After all, crowdsourcing is the new Macarena (we’re not sure that’s true), and everyone who’s anyone is doing it. Plus, a collaborative project like this will help students learn some of the real-world time and effort it takes to make a dream happen.

### Net result:

The entire school - from administration to student body - has a chance to rally around the goal, bringing unity through common purpose and lessons in cooperative effort. Not only that, you’ll look like a financial wizard for making wise use of funds that often go unused.

### What To Do Next:

Identify 3-4 organizations or causes you could join forces with and customize the email template we’ve provided below to woo them over.

Hi [enter name],

I’m hoping to bring this fantastic speaker to our community.

Here’s their website: [insert speaker website]

We've been intentional about addressing [insert challenge, hope, or goal]. Here's a speaker whose message and track record have proven to be effective. Wouldn't it be great to make a serious dent in the issue and use this event as a catalyst to drive change?

I'd love to get moving on this right away, so let me know if you're interested! Excited to join forces and help our community,

[your name]

## STRATEGY #3 - "ASK YOUR RICH UNCLE SAM" **Difficulty:** 4 out of 5

**The Big Idea:** Get the federal government to offset the cost of (or completely **cover** the cost of) your speaker's fee.

### How It Works:

Each year, the federal government distributes millions of dollars to schools in order to support programs and events benefitting students.

### How to do it:

Integrate the speaker into an important theme such as cultural awareness week, health day, Red Ribbon Week, Bully Prevention Month, Teacher-Inservice, etc. Depending on your theme, federal grant money might be available. Alternatively, you could contact local organizations that have already secured grant money and ask for their help. For example, the Criminal Justice Department or Department of Public Safety might have funds allocated for mental health efforts or youth-mentoring programs. They're looking for partners just like **you**.

### Net result:

You get the speaker you want while making great use of money the government **wants** you to use!

### What To Do Next:

Identify what grants are available based on your topic or theme, then simply apply for those grants. You might want to rally a friend or two to help. Together, you can turn a potentially tedious process into a massive grant-application fiesta.

Current Grants: The State Department of Education

<http://www2.ed.gov/programs/find/elig/index.html>

Current Grants: The State Department of Human Services

<http://www.hhs.gov/grants/grants/index.html>

## STRATEGY #4 - “KNOCK ON YOUR NEIGHBOR’S DOOR”

**Difficulty:** 3 out of 5

**The Big Idea:** Your local businesses and civic organizations want their names associated with success, and you’re just the person to connect the dots.

### How It Works:

The Rotary Club, the Chamber of Commerce, local “mom and pop” businesses, and all kinds of “neighbors” want to bolster their good standing in the community by supporting local schools. Also reach out to private foundations such as bank foundations, educational foundations, and private foundations with a focus on youth development. Simply google “foundations in [closest large city]”

### How to do it:

You and your student leaders contact local business organizations: Rotary Club, Kiwanis, Lions Club, Elks, Chamber of Commerce, Foundations, State Farm, family owned restaurants, you name it. Present your idea of how you can help make them look good by having them sponsor your speaker. If they are willing to participate you can feature them as the title sponsor, incorporate them into any materials, feature their products, hang a banner thanking them outside your school, etc.

### Net result:

Your school wins, local businesses win, your city wins, and you win a better parking spot in the faculty lot.

### What To Do Next:

Identify 4-6 local business organizations who could support your efforts.

**Step 1:** Customize the email template we’ve provided below to woo them over.

**Step 2:** Follow up with a phone call or handwritten letter.

**Step 3:** Visit them in person if possible.

Remember: you’re building a relationship, not just asking for money. So be willing to listen and help them out like any good neighbor would.

Hi [enter name],

I’m hoping to bring this fantastic speaker to our community.

Here’s their website: [insert speaker website]

We've been intentional about addressing [insert challenge, hope, or goal]. Here's a speaker whose message and track record have proven to be effective. Wouldn't it be great to make a serious dent in the issue and use this event as a catalyst to drive change?

Would you consider making an investment in our students and help us make this happen?

Excited to join forces and help our community,

[your name]

## **STRATEGY #5 - "BEAM THE SPEAKER IN!"**

**Difficulty:** 2 out of 5

**The Big Idea:** Rather than presenting in person, the speaker pre-records a presentation customized for your audience.

### **How It Works:**

You'll coordinate with us to have the speaker pre-record a customized message for your audience on your desired topic. This option is very wallet-friendly and allows your audience to hear from a world-class speaker.

### **How to do it:**

- 1.** Give us a call at 909 530 0248 or [email cicero3rd@gmail.com](mailto:cicero3rd@gmail.com)
- 2.** We will discuss the desired topic as well as details unique to your audience.
- 3.** The speaker and our video team creates a customized HD video message.
- 4.** You show the message to your audience while the principal high-fives you for yet another brilliant idea.

### **Net result:**

Your school saves a bunch of cash while your students get to hear an entertaining, life-changing message.

### **What To Do NEXT:**

Give us a call at 909 530 0248 or [contact www.Cicero3rd.com](http://www.Cicero3rd.com)