



BOOKING ON A BUDGET

Six ways to bring a speaker to your students without breaking the bank.

JOHN WILLIAMS

Activities Directors, Conference Planners, and Educators,

Have you taken a look at your budget lately? Chances are that you have. And odds are even more likely that your budget is already strapped, as you're looking for ways to creatively accomplish the task you are charged with.

My wife, Alexis is an educator. As a family, we know very well the sacrifices that families in education make to serve their communities... not only out of their own wallets, but also of their time.

I've served schools as a relationships and marketing director with Chick-fil-A. There's not a day that goes by without some sort of request for a monetary donation, food donation, or to host a spirit night fund-raiser.

While with Chick-fil-A, we were able to help a lot of groups to do a lot of things, from national cheer-leading competitions, to robotics exhibits, to selling sandwiches out of concession stands for home football, baseball, and basketball games. I've witnessed entire communities pull together to help the interest of their kiddos! It's an amazing thing to watch!

Here's the truth, I wouldn't ever charge a dime for a talk, but the thing is, my wife and kids like to live indoors, and dinner is nice. Speaking of our kids, we go through close to 10 gallons of milk a week! Our oldest plays football, and, well, he's a big one.

The thing is, I've witnessed the power of these talks, first-hand, for years. Students walk away with a renewed sense of dedication and commitment. Teachers leave encouraged and refreshed. Administrators have even sent emails to tell me that students are being more courteous to each other, picking up trash without being asked, and are driving safer, leaving the parking lot in the afternoons. You can't put a price tag on that kind of response.

But that's just it. That's the kind of response we get from my talks.

So, here are some ideas to help you and your team work on a strategy for having me over to your school.

To change lives,
John Williams

Join-Up for John

When you have John out to speak at your school or conference, you have him for the **entire day**. This means that not only can he speak to your entire teen audience, but he also can spend valuable time working with student leaders on specific topics relevant to your group.

As a HUGE price saver for you, try splitting the day with another school or organization. John will be able to speak at one or two sites in the morning and a third in the afternoon, distance permitting.

NOTE: While this is a great option for schools looking for a price cut, splitting a day typically does not allow for clubs or student leaders on campus to have any small-group workshop time with John.



TIPS FOR MAKING THIS HAPPEN

- **Contact John to see if the day you have in mind is available. If so, he can place a hold on his calendar for your school or organization.**
- **Get a second location excited about the possibility of having John out to speak to their group. To help the process, give them *John's website* or share this with them.**
- **Make sure the second location is within a reasonable driving distance of the first. While John will do his best to make sure the day is a success, having a shorter drive increases the time available to spend at locations.**

Get Outside Organizations Involved

Church groups, civic organizations, and local businesses may be willing to split the cost for an event. For example, your local chamber of commerce may be hosting a gathering and need a speaker. You could coordinate the days to coincide your assembly. In addition, youth groups always have guests speakers come in. Having served youth groups for many years, John is a veteran to this environment.



TIPS FOR MAKING THIS HAPPEN

- Before reaching out to John, send a few feelers to community leaders in your area to gauge the need. Wednesdays are usually the choice day for church groups.
- Be willing to have flexible dates for your school's assembly to accommodate the needs of others.

Sponsorship & Grants

- Never underestimate the power of the good ol' fashioned sponsorship. Business leaders, industry executives, and local privateers have a vested interest in the health and well-being of your school. Even law enforcement agencies will financially support character education speakers.
- Search the web for grants from places like the OJJDP, Wal-Mart, and manufacturing companies. You can usually find the email address for business leaders or, at least their assistants. Make the "ask!"



TIPS FOR MAKING THIS HAPPEN

- Don't be afraid to ask. The answer is always, "no," until we ask.
- When compiling the email or request, try to be brief and to the point. Begin with an easy question that can be answered with a short reply. For example, "Does your law enforcement agency's DARE program have a budget for Character Education or high-risk behavior avoidance?"

Fund-raisers!!!

Do you remember that I mentioned fund-raisers with Chick-fil-A? Why not! Everyone wants to eat dinner and restaurants like Chick-fil-A. Do a spirit night, where a percentage or portion of the total sales goes straight to your school.

You may even raise more to do other things with.

Oh, by the way, who doesn't want another dozen dough-nuts from Krispy Kreme?!



TIPS FOR MAKING THIS HAPPEN

- The trick here is planning and getting the word out.
- We recommend delegating this to a someone who is thrifty and creative.
- If the assembly is booked 2 months out, go ahead and plan the fundraising event, now.
- Get the word out for the fundraising event on school social media by creating an event on Facebook, etc.
- Only half of the cost for the assembly is due at the time the contract is submitted, so this gives you time to raise the other half.

Donations for travel and lodging

Is John flying in? Do you have a student whose mom or dad travels weekly for work? They may be willing to donate frequent flyer miles for the event to help offset travel costs. Send an email, be brief and to the point. They may be glad to finally be able to contribute because they're never there for other stuff!

We've found that local hotels and rental car companies are great about comping a room or a car. Those kinds of things can be handled with a phone call.



TIPS FOR MAKING THIS HAPPEN

- Make these requests after the date for your assembly is booked so that a lot of changes don't have to happen on the back-end.
- When booking a flight, room, or rental car, send all confirmation information to John, as soon as you receive it.

Book multiple events and purchase books in advance

John is an Amazon best-seller whose book, "Rules4Success" hit the top 50 the first week it was released in its genre. In addition, Life that Counts, where John is the founder and president, has produced a peer-to-peer mentoring curriculum that is an excellent investment for implementing a long-term strategy for completely changing the culture at your school.

If you represent more than one event needing a speaker, we are always willing to negotiate the total cost for a series of speaking engagements.



TIPS FOR MAKING THIS HAPPEN

- Interested in peer-to-peer mentoring? Schedule a consultation with John to see if this program fits your school's needs. The peer-to-peer format meets a total of 25 weeks over the course of the school year. Each session lasts 45-60 minutes. Those serving as mentors meet prior to the large group meetings to discuss leading their groups.
- Find out more about peer-to-peer mentoring by visiting www.lifethatcounts.com/mentoring.
- Purchase copies of John's book. Group pricing begins at 100-149 copies for \$14 each. 150-199 copies are \$13 each. 200-299 copies are \$12 each, and 300 or more copies are \$11.50 each.