**How to talk about FOPEB – Check list**

**Preparation**

* Share about what FOPEB means to you
  + Your Facebook
  + Your Instagram
  + Your Pinterest
* Print few cards to have ready to hand out
  + FOPEB contact information
  + Your name and contact information
* Write out and practice QUICK tidbits of information to share
  + On the elevator
  + In line at the store
  + In the waiting room
  + With a neighbor out getting the paper
  + With a friend or acquaintance you run into during the day
  + Shaking hands at church

**Tidbits**

* Mission Statement
  + Keep it simple and VERY SHORT
  + if you can boil the main point down to one sentence that is great.
  + One example from a caring non-profit:

“Empowering families to raise children who care and contribute.”

* Elevator Speech
  + 12 seconds
  + Elevator Speech 30 second
  + Elevator Speech 1 minute
  + boil it down to the very basic purpose
  + have a card ready to hand them with information on how to contact you and FOPEB.
* Share your story why FOPEB means a lot to you
  + An invitation to find out more
  + Over coffee
  + On the phone
  + By email
  + By text
  + Check my Facebook
  + Check my Pinterest
  + Check my instagram