**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