

BILL SANDERS IMPACTS COMMUNITIES

Bill wants to do more than give a speech or two; his goal is to impact your entire community. Bill wants to be a bridge builder between students themselves, students and teachers, students and their parents as well as the school and the community. By giving attention to the details presented below we are positive that Bill's visit to your school will be a wonderful experience for everyone involved.

BEFORE BILL ARRIVES:

1. CHOOSE THE BEST POSSIBLE DAY.

Check your school calendar to make sure there are no major events that will compete with the success of the evening parent/community program. Very few days are completely open on any school calendar. Call us and we will put our calendar beside yours and come up with the best possible date that will help insure success.

2. RETURN THE CONTRACT.

Please include key phone numbers (cell and home phone) for the person who will be Bill's main contact person so he can call to insure them of his safe arrival if he is flying in the night before or if any last changes occur. We will arrange for air travel if needed, as our travel agent is very creative at getting the most inexpensive tickets possible. We will carry the price of the ticket on our charge card so we would greatly appreciate it if you could reimburse us as soon as possible. If Bill needs a rental car just let us know. Send a detailed map and written directions along with the phone number of the motel. Please make arrangements for payment of the motel. If it works better for you that we pay and then send the bill to you, just let us know. Please make sure that the check for Bill's fee is ready to give to him on the day of the program.

3. ASK YOUR STAFF FOR INPUT ON THE DAY WITH BILL

It is very important to the overall success of the day that your staff has some ownership in what is to take place. Ask staff members what they would like Bill to make sure and include in his talks with the students or at the In-service. Asking a team member for their opinion is one of the greatest compliments we can pay a person. Studies show that feeling needed in an organization is directly related to the enthusiasm in which we perform our duties. We feel follow-up is so important that we have an entire sheet of tips devoted to it. Your staff should be asked to contribute to the follow up ideas and how to implement them.

4. CONTACT AREA SCHOOLS.

Quite often schools will go together to bring Bill to their area. He might spend one day at one school, the next at the other or they may share the day. This will allow each school to split expenses and almost always insures a larger number of parents at the evening session. If you would send us the names and addresses of the schools in your district we will be more than happy to contact them telling of our coming to your school in hopes of

signing them up for the day next to yours. If this happens we will discount both of your days.

5. INVITE BOARD MEMBERS, PARENTS, and ANY ONE FROM THE COMMUNITY TO LISTEN TO BILL.

Please let it be known when Bill will speak to the students so parents, board members, and others from the community can see first-hand the high caliber of professional speakers you are bringing in to your school to help direct the lives of your students. You will receive many positive notes and comments from those who attend.

6. CONTACT THE NEWS MEDIA.

Positive media coverage on what your school is doing to touch the lives of young people, their parents, and the community at large is priceless. Bill will send along a Press Release after you confirm the date. Send this to area newspapers, TV and Radio stations. They can contact Bill ahead of time as well as come and capture the excitement of the different motivational talks during the day. Students who are interviewed immediately after Bill's assembly give some of the best testimonials of how their life has been touched and their behavior changed. Again, this will be a direct reflection on you and your school and your wisdom in bringing Bill in for the day.

7. HOW ABOUT A VIP LUNCHEON?

Bill's number one goal is to touch young people's lives. What better way than to have Bill eat lunch or dinner with key people from the community such as the Mayor, Chief of Police, Fire Chief, Dare Officer, School Board members, Service Club people, Superintendent, Child and Family Services, and so on. Bill will share with them briefly about what other communities are doing around the country to ban together to help our kids. This is done at no extra cost. Each of these groups will be a good source of funding to help with Bill's expenses as well as future speakers.

8. A GOOD SOUND SYSTEM IS A MUST.

If Bill's audience can't hear well their time has been wasted. If your sound system isn't adequate please consider renting one. Bill has spoken in gyms since 1978 and if anyone can make your system work well, Bill can. He will work with your sound technician prior to the talk and get the most out of your system. Of course at this point before the talk it will be too late to get another system so please evaluate your situation and make other arrangements if needed. We are not trying to add to your list of things to do or to your expenses. We merely want this to be the most effective day for everyone involved.

SUCCESSFUL ASSEMBLY TIPS...

WHO SHOULD INTRODUCE BILL?

- Our first choice would be the Principal. This person should have a clear voice and speak loudly in the microphone. If a student is to introduce Bill we suggest that the Principal gets the student body totally quiet before turning the microphone over to the student.

BILL SANDERS' INTRODUCTION:

“BILL SANDERS HAS SPOKEN TO MORE THAN 5 MILLION STUDENTS SINCE 1978.

HE IS THE PAST HOST OF THE TV SHOW “STRAIGHT TALK FROM TEENS”.

HE HAS WRITTEN 14 BOOKS FOR TEENS AND PARENTS AND IS FEATURED IN “CHICKEN SOUP FOR THE TEENAGE SOUL.”

HE HAS SHARED THE PLATFORM WITH PRESIDENT’S GERALD FORD AND RONALD REAGON.

HE LEAVES HIS ADDRESS AT EVERY SCHOOL HE VISITS AND HAS PERSONALLY ANSWERD OVER 10,000 LETTERS.

HE LIVES IN MICHIGAN WITH HIS WIFE HOLLY OF 31 YEARS, HAS THREE GROWN CHILDREN AND THREE GRANDCHILDREN.

HE BELIEVES THAT EACH OF YOU HAS THE CHARACTER AND INTEGRITY TO MAKE THIS WORLD A BETTER PLACE.

HERE IS BILL SANDERS.”

- After the assembly we encourage the Principal to follow these simple 3 steps:
- The closing of the assembly can be even more impacting than the opening. For this reason Bill strongly encourages the Principal to follow these three steps before dismissing the students.

1. "LET'S GIVE BILL ANOTHER HAND."
2. A ONE-MINUTE CHALLENGE SOMETHING LIKE THIS: "YOU JUST HEARD A POWERFUL MESSAGE ABOUT MAKING THIS SCHOOL THE BEST IT CAN BE. WE BELIEVE IN YOU AND KNOW YOU HAVE WHAT IT TAKES TO MAKE POSITIVE CHOICES AND TREAT EACH OTHER WITH RESPECT. PUT BILL'S MESSAGE INTO PRACTICE BY THE WAY YOU LEAVE THE GYM AND HOW YOU TREAT EACH OTHER IN THE HALLS."
3. "I SPEAK FOR THE ENTIRE STAFF WHEN I SAY HOW PROUD I AM OF YOUR BEHAVIOR TODAY AND THE RESPECT YOU SHOWED MR. SANDERS. GIVE YOURSELVES A HAND."

HOW TO ATTRACT HUNDREDS OF PARENTS TO THE EVENING SESSION?

STEP 1. Get the flyer that we provide you entitled, "CHICKEN SOUP FOR THE SOUL AUTHOR...LIVE", sent to every parent in your district.

STEP 2. Have Bill speak to the largest number of students possible during his two assemblies. They are the best advertisers of the evening session. Many junior high and high school students actually call their parents from school telling them, "You've got to go hear this guy tonight." Elementary students repeat Bill's stories word for word when they get home from school.

This Flyer Works!!!!

- Parents must see the flyer at least two times!
- **Include it in all mailings sent home from school for 2-3 months prior to the date.**
- Give it to area businesses, service clubs, grocery stores put one in each bag, and churches.
- **Give extra credit for student groups to distribute in area business windows.**
- Have elementary students take one home the day of the event.
- **Some Parent groups have had great success calling parents the night before the event.**

10 CREATIVE WAYS TO ATTRACT HUNDREDS OF PARENTS

1. Give students extra credit, one free tardy pass, a chance to win a donated CD player if they get their parent to attend and two chances if they attend with them.
2. Have a pizza party for the class that has the most parents represented.

3. Get area Grocery stores to donate \$50.00 worth of free groceries. Have a drawing that night. Positive advertising like this would cost the store hundreds of dollars.
4. Encourage area businesses to help financially. Each business involved will encourage their employees to attend.
5. Have Service Clubs help financially as well as head up the advertising campaign by making phone calls, getting media coverage, talk it up at their businesses.
6. Free Spaghetti Dinner before the meeting. People come out for food.
7. Offer free Baby sitting during the session. High school students could get extra credit or donate their time toward a community service credit.
8. Have Teachers and Administrators, with name badges on, there to welcome parents as they arrive. Remember that many parents are uncomfortable coming back to the school. Every positive experience today will lead to more involvement tomorrow.
9. Have coffee, juice and home made cookies for people to enjoy just after Bill's talk.
10. Have an area school bring Bill in the day before or the day after. When two schools work together they not only save on expenses but they insure larger crowds during each evening session because of the additional coverage.

FOLLOW-UP IDEAS

HOW IMPORTANT IS FOLLOW UP? Critical! Things that work need to be repeated and things that don't need to be changed. Success must be determined by A CHANGE IN BEHAVIOR!

- Bring Bill back to conduct an In-Service session with your staff.
- Have teachers and student leaders offer possible follow up ideas.
- Have Bill conduct a LEADERSHIP TRAINING SESSION with a group of your student leaders. This can take place the day of his large assembly program or arrange for Bill to return and spend a longer time with your student leaders. (A great way to select leaders that will represent each area of your student population is to have every table in the cafeteria pick one person to represent them at the session.)
- Put together a questionnaire for students to fill out after the assembly. This will only take a few minutes and if it is done in the period immediately following the assembly you will get the most honest answers. Here are some possible questions:
 - Q: What are the three biggest problems in this school?
 - Q: What are two possible solutions to these problems?
 - Q: What would you be willing to do to be a part of the solution?
 - Q: What could teachers do to gain more respect from students?
 - Q: What could be done to help students respect each other more?
 - Q: Do you feel safe in this school?
 - Q: What could be done to increase the safety of this school?
 - Q: Would you be interested in being trained as a peer counselor?
 - Q: What skills do you have that could be used to make this school a better place?

ENCOURAGE STUDENTS TO WRITE BILL.

Bill has been leaving his address and e-mail for years in schools all across America. Answering over 800 letters a year has allowed him to stay connected with the needs and concerns of today's young person. When a student sends Bill a letter speaking of suicide, abuse, or any other alarming topic, Bill will call the school to immediately alert you of the situation. Bill Sanders 14681 N. Barton Lake Dr. Vicksburg, MI. 49097
E-mail billspeaks@billspeaks.com website: billspeaks.com

WHAT ELSE CAN BILL DO FOR YOUR SCHOOL?

Staff In-Service session “**Are We Teaching Or Touching Lives?**”

Student leadership meetings ranging from 1 to 3 hours to all day sessions,

Conference keynotes

WHEN TO HAVE BILL BACK?

Many Schools have had Bill come every 3 years to speak to the entire student body, every other year to motivate the Leadership team of students and every 4 years to rejuvenate the staff.