



# 2018 TEAM TOOLKIT

*Everything you need to be successful in celebrating and promoting National Speech and Debate Education Day 2018.*



NATIONAL  
**SPEECH AND DEBATE**  
EDUCATION DAY

CELEBRATING EDUCATORS. INSPIRING STUDENTS  
TRANSFORMING TOMORROW.

**MARCH 2, 2018**



## IN APPRECIATION!

Thank you for signing up to participate and play an active role in National Speech and Debate Education Day 2018. March 2 is a special day for all of us in the speech and debate community. It's a day dedicated to celebrating speech and debate educators, inspiring students, and transforming students. ***YOU make this activity special, so March 2 is about celebrating YOU!***

As part of signing up to participate, we would like to share ideas for you to celebrate and promote the day. In this packet, you'll find a number of resources to help you plan for National Speech and Debate Education Day.



- Timeline to help guide your planning process
- Ideas for ways you can celebrate at your school
- Marketing materials you can use to raise awareness about the day
- Other resources

Along with the resources included, we have even more materials available online at [www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org). We have press releases and letter templates, teaching activities, letters to administrators, and anything you might need to make the day a success.

While you plan for National Speech and Debate Education Day at your school, our team is busy working with state leaders to pass resolutions in states across the country. We are also working on a national proclamation for March 2, 2018. Additionally, we plan to work with local and national media to promote the day's events and the value of speech and debate.

Thank you for participating in speech and debate. We know how this activity can change lives. We are thrilled to have a day dedicated to celebrating YOU, your team, and all you put into speech and debate. We can't wait to hear your voice celebrating on March 2, 2018!

Sincerely,

J. Scott Wunn  
Executive Director

# PREP TIMELINE

We have outlined some key items below which will assist you in the development of your participation plans for National Speech and Debate Education (NSDE) Day. Get others involved now so that you can spread the work and create a bigger celebration!

## JANUARY / FEBRUARY

### START PLANNING



Now is the time to start brainstorming how you want to celebrate and promote NSDE Day.

#### IDEAS FOR PLANNING:

- Choose an NSDE Day Captain.
- Captain creates a planning committee, who in turn develops your plans for March 2 and the days/weeks leading up to it.
- Discuss ideas for celebrating and promoting at your school.
- Find out when the next School Board/ City Council meeting is being held to present the resolution.

### COORDINATE PLANS



Determine how you are going to celebrate and promote NSDE Day.

#### IDEAS FOR PLANNING:

- Get a local resolution passed by your school board and/or local government.
- Plan to hold an event at your school.
- Set fundraising goals.
- Order *Words Matter* merchandise from the Speech and Debate Store.
- Determine what you can communicate with school publications, announcements, and websites, as well as other forms of communications and promotion within your school and local community.

## MID-FEBRUARY

### FINALIZE DETAILS



NSDE Day will be here before we know it. Use the last few weeks of the month to finalize details.

#### IDEAS TO PROMOTE:

- Write articles for local and school publications.
- Write thank you letters to administrators.
- Customize our Press Release template to send to local media.
- Post NSDE Day marketing materials around your school.

## MARCH 2

### CELEBRATE!!



Speech and debate changes lives. Use your voice to celebrate speech and debate at your school and across your community.

#### IDEAS TO PROMOTE:

- Share how speech and debate impacts you on social media using #SpeechandDebateDay.
- Celebrate at your school!
- Share your celebrations with us on social @speechanddebate.

○ **HAVE FUN!**

A complete toolkit with a list of ideas, resources, resolution templates, press releases, fundraising tips, letters, and more are available on [www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org).



National Speech and Debate Education Day  
2018 Team Toolkit  
March 2, 2018 | [www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org)

# CELEBRATION IDEAS

## NATIONAL SPEECH AND DEBATE EDUCATION DAY — MARCH 2, 2018

There are many ways your team can celebrate National Speech and Debate Education Day. How you participate on the day is totally up to you. You decide the level of participation. Below are some ideas for your team to make this day extra special at your school and in your community.



*Get a local resolution passed in your community declaring March 2, 2018, National Speech and Debate Education Day!*



**WORK WITH** your local School Board or City Council. *(FYI – the NSDA is working at the state and national level to get resolutions passed)*



**SHARE STORIES** of how speech and debate has impacted your life as well as your team on social media with #SpeechandDebateDay. Encourage others to post, too.



**WRITE AN ARTICLE** about the benefits of speech and debate for your local newspaper and/or school publication.



**MAKE AN ANNOUNCEMENT** about National Speech and Debate Education Day during your school's morning announcements.



Hold an **ASSEMBLY, OPEN HOUSE, OR SHOWCASE** featuring your team and the benefits of speech and debate activities.



Send your **LOCAL MEDIA** a press release with information on how you are celebrating. Talk with local media to have you or your team interviewed or featured.



Use the day to **FUNDRAISE** for your team!



**WRITE A LETTER** to your principal or administrator thanking them for supporting speech and debate.



Post National Speech and Debate Education Day **FLYERS AND POSTERS** around your school.



Wear *Words Matter* **MERCHANDISE** from the Speech & Debate Store at [store.speechanddebate.org](http://store.speechanddebate.org).



Re-tweet, like, and share items posted on **SOCIAL MEDIA** from the National Speech & Debate Association.

There are countless ways you can celebrate this special day. To make it easy for you and your team, we have developed several pieces included in this toolkit to help you with the above items. In addition, we have a comprehensive set of tools for your team to promote and celebrate the day. This includes ideas, resources, resolution templates, press releases, fundraising tips, letters, downloads, and more found at **[www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org)**.



# RESOURCES FOR YOU

To help promote National Speech and Debate Education Day, download various resources provided for you at: [www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org)

DOWNLOAD  
THESE  
AND MANY  
MORE!

## LOGOS:



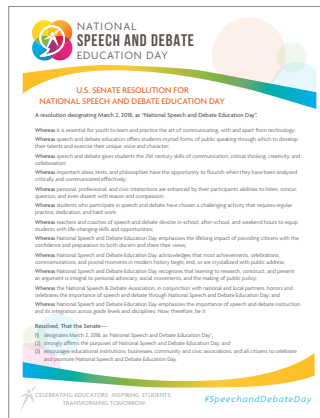
## SOCIAL MEDIA POST GRAPHIC:



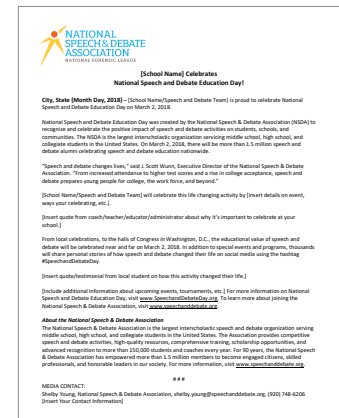
## FLYERS:



## 2018 RESOLUTION:



## PRESS RELEASE:



## POSTERS:



Download these items and more resources from: [www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org)



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# CELEBRATE THE DAY



NATIONAL  
**SPEECH AND DEBATE**  
EDUCATION DAY

# MARCH 2

CELEBRATING EDUCATORS. INSPIRING STUDENTS. TRANSFORMING TOMORROW.



#SpeechandDebateDay

follow @speechanddebate

[www.speechanddebateday.org](http://www.speechanddebateday.org)

# FREQUENTLY ASKED QUESTIONS

## 1 What are basic items teams can do to promote NSDE Day?

Download and use the materials we developed to promote the day. They can be found at [www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org).

Basic projects your team can do – put up posters in classrooms and hallways, use the enclosed stickers and buttons, and make sure the day is promoted in school announcements, newsletters, and online calendars. Also, remember to thank your principals and administrators for supporting your program. In addition, get everyone involved in social media by posting items and photos, sharing stories, and promoting the items the NSDA posts on its social media channels.

## 2 What are additional ideas teams can do?

If you are interested in doing more, here are a few ideas: work with local government (see #6), work with local media (see #9), hold an assembly or open house, use the day to fundraise, wear speech and debate apparel in school March 2, and put a planning team together to develop other ideas. Most importantly, have some fun with it!

## 3 Where can teams go to download logos, graphics, press releases, the NSDE Day resolution, and other resources?

These materials and more can be downloaded at [www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org)

## 4 How can teams receive further information about NSDE Day?

All information and resources is available online at [www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org). In addition, emails providing updates and highlighting materials will be sent to participating teams before and after the March 2 date. If you have more questions, email [info@speechanddebate.org](mailto:info@speechanddebate.org) or give us a call at (920) 748-6206.

## 5 What if a team is participating in a tournament on March 2?

Here are a few ideas: share pictures on social media, tag @speechanddebate, use #SpeechandDebateDay, post NSDE Day materials at the tournament (and at your school prior), include National Speech and Debate Education Day at the award ceremony, and send press releases to local media. For further information, go to [www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org) for even more great ideas.

## 6 How can teams promote their team and NSDE Day to their school board, school administrators, and city councils?

We have developed sample resolutions you can present to these entities to see if they would also declare March 2, 2018, as Speech and Debate Education Day. You also might see if they would include you in one of their meetings prior to March 2 to promote the signed resolution. Get in touch with them soon and get on their radar!

## 7 What should teams and individuals do with social media before and on March 2?

- You and your students can follow us on Twitter, Instagram, and Facebook.
- React to the social media posts from National Speech & Debate Association social media channels.
- Promote National Speech and Debate Education Day with posts on your social media channels using the downloadable social media graphic and/or other information.
- Take photos of your team and post on social media. Including the downloadable sign and use the hashtag #SpeechandDebateDay.
- Encourage your students posting their own experiences and why they participate.

## 8 When should teams start preparing prior to March 2?

As soon as you can. Work ahead! By starting now, it gives you the possibility to discover more ways to participate and promote.

## 9 What steps can a team take to promote their team and NSDE Day to their local media outlets?

Start by developing a short list of reporters and editors from local media outlets to approach. From there, contact each via email or phone using the steps and ideas outlined on our media pitch toolkit sheet at [www.SpeechandDebateDay.org](http://www.SpeechandDebateDay.org). We also have a downloadable press release you can utilize.

## 10 What is the most important thing team and individuals can do to for National Speech and Debate Education Day?

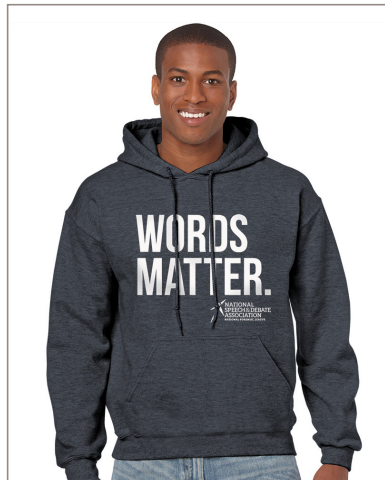
Find various way to promote speech and debate by being loud and proud!



# MERCHANDISE

Celebrate with speech and debate merchandise! Visit: [www.store.speechanddebate.org](http://www.store.speechanddebate.org)

The National Speech & Debate Association's online store is full of items to help celebrate and promote the activity of speech and debate. Below are just a few of the items available.



NATIONAL  
SPEECH AND DEBATE  
EDUCATION DAY



These items and many more available for purchase at:  
[store.speechanddebate.org](http://store.speechanddebate.org)



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# SHARE YOUR STORY

From building confidence and improving communication and research skills to improving grades and making lifelong friends – speech and debate has impacted us in various ways. A simple way to promote National Speech and Debate Education Day is sharing your story. Tell us, your teammates, friends, administrators, anyone who will listen... WHY you love this activity.

## IT'S EASY!

Here's what you can do on National Speech and Debate Education Day — March 2, 2018:

- 1 SHARE** how speech and debate has impacted your life on social media (*use your personal and/or team page*).
- 2 USE:** #SpeechandDebateDay
- 3 TAG US:** @speechanddebate
- 4 BONUS:** You could be featured in national marketing materials!



Katelin Danaher (left) and Taylor Williams – Duo Interpartners from Blue Springs, MO

**TAYLOR:** *“Speech and debate saved my life. I used to be a shy kid and now I will talk to anyone. It made me a completely new person.”*

**KATELIN:** *“Speech and debate has provided me endless opportunities. From competing at Nationals to traveling across the country and meeting amazingly talented individuals – it’s been so great for me.”*



*“I love speech and debate because it gives me a place where I have a family. It gives me opportunities that I wouldn’t have had without the way the program has shaped me.”*

– Emily Dennerly



*“I love speech and debate because it taught me to speak up about what matters, while retaining that eloquence and confidence even when there isn’t the heat of competition.”*

– Caitlin Marsch



*“I love speech and debate because it gives me an opportunity to meet new friends, learn more about myself, and get more involved in my community.”*

– Juliet Geffre



*“I love speech and debate because it gives me the opportunity to express myself in a way no other extracurricular activity does.”*

– Ragina Macias



NATIONAL SPEECH & DEBATE ASSOCIATION



# NATIONAL SPEECH AND DEBATE EDUCATION DAY



EMAIL  
[info@speechanddebate.org](mailto:info@speechanddebate.org)



PHONE  
(920) 748-6206



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