

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.



National Speech and Debate Education Day
2018 Team Toolkit
March 2, 2018 | www.SpeechandDebateDay.org