



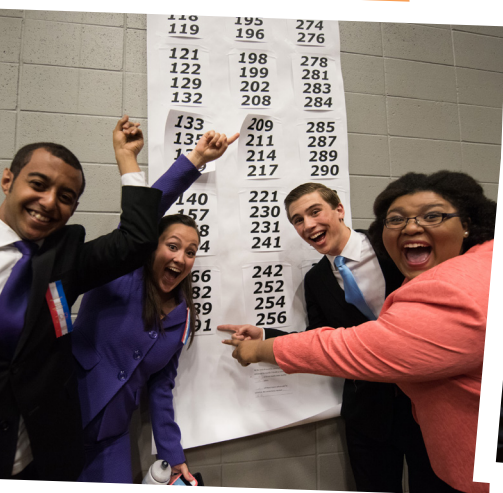
CELEBRATE THE HONOR CODE!

INCORPORATE THE NATIONAL FORENSIC LEAGUE HONOR SOCIETY INTO YOUR CELEBRATION

National Speech and Debate Education Day is a great time to celebrate the students on your team and all of their accomplishments. One of the best ways to recognize your students is to hold an induction into the National Forensic League Honor Society!

We have already curated special resources to host an induction ceremony that is exclusive for your school. Find them on our website at www.speechanddebate.org/honor-society.

Consider modifying these resources to include acknowledgement of National Speech and Debate Education Day! Add the logo (available on our website) to your invitations, explain to your audience that we take this day every year to celebrate speech and debate, and/or ask your inductees to share the reasons the Honor Society (and speech and debate) are important to them!



Additional free resources available at www.speechanddebate.org/national-speech-debate-education-day

MEDIA KIT

Approaching local media to get coverage of your National Speech and Debate Education Day celebration is one of the best ways to spread the word about speech and debate in your community!

1. Find contact information for your local media outlets and/or your school paper.
 - Most news outlets have a tip line or email address that you can send story ideas to. But it also helps if you can reach out to a real person, including a reporter or producer! Try connecting with them on social media by tagging them in posts about your celebration.

Do you have a favorite reporter whose email address you can find?

Most of the time, you'll be able to find their contact information on their organization's website. Try sending them a personal email with the press release attached!

2. Use our press release template to highlight how your school is celebrating. Make sure to include information on the date, time, and location of any events you're planning to hold.
3. Be available for interviews! Make sure your NSDE Captains, coaches, or students are ready to talk about why speech and debate is important to them. (Hint: download our Speech and Debate Fact Sheet at www.speechanddebate.org/national-speech-debate-education-day!)

Share any articles or news stories that you get published with the NSDA by tagging us @speechanddebate or emailing social@speechanddebate.org.

GOOD LUCK!



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CONTACT ELECTED OFFICIALS

Speech and debate changes lives. National Speech and Debate Education Day is a great way to celebrate educators, inspire students, celebrate your success, and raise awareness about the benefits of participating in speech and debate. We need your help to ensure your state recognizes **National Speech and Debate Education Day on March 3, 2023**. Here are a few tips to help you get a state proclamation or resolution passed.

1. Look up your local state representatives online: <https://www.usa.gov/elected-officials>
2. Ask yourself if you have any connections to elected officials. The best place to start is asking your school communication staffer, school district officials, or school advocacy groups. They may already work with elected officials in your district, and could easily reach out to them about National Speech and Debate Education Day. Don't forget to think about parents who may have connections!
3. Email your local representative. If possible, use your school email account! (Editable email and proclamation templates can also be found online at www.speechanddebate.org/national-speech-debate-education-day.)
4. Tell us if you need any additional help. (Email social@speechanddebate.org.)
5. Follow up with your elected official. Once they have agreed to get the proclamation passed, make sure to ask them the following:
 - When will it be read on the floor?
 - What day and time?
 - Can my speech and debate team attend?
 - Can we take pictures to share with our school and the national organization?

Follow up with us! Make sure to tell us all about your success! Send us photos, videos, and tag us on social media @speechanddebate using #NSDEday. We will share your success and can help you write a press release to get local media coverage.

GOOD LUCK!



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SOCIAL MEDIA KIT

Social media can be a great way to stay in touch with your speech and debate team members, their parents/guardians, and the surrounding community! From organizing logistic details for tournaments to celebrating student success, read on for just a few of the ways you can use social media to promote your speech and debate team. Make sure to get everything set up so you can celebrate **National Speech and Debate Education Day online with us on March 3!**

CHOOSING YOUR SOCIAL MEDIA NETWORK

Facebook, Twitter, and Instagram offer the best opportunities for speech and debate teams to share information, depending on what information you're focused on sharing. For example, if you mostly want to celebrate students and share achievements from tournaments, Instagram may be a good choice for showing photos. However, if you're hoping to communicate information about tournaments or organize team events, you would likely be better off choosing a text-based social network like Facebook or Twitter.

Most importantly, ask the people you're hoping to communicate with! If your goal is to share information with students, ask them what method they would prefer. However, if your goal is to show success to the school community or your district, perhaps consider choosing the social network that your district is most active on.

INCREASE YOUR FOLLOWERS

Once you've chosen your social media network and set up your account, the next step is to make sure the people you care about are following! Follow other pages for activities in your school if applicable. Ex, football team, drama program, booster club. etc. Consider asking students to follow your account during class, sending an email to parents with information on the new account, or even posting something in your school's announcements.

TIPS ON POSTING

Social media works best when it reaches the intended audience and is shared! Tag relevant people like the team of the school you're competing at, the students who you're celebrating (if they're comfortable with it), or even your school principal. And of course, don't forget to tag @speechanddebate!

Hashtags can also be a great way to increase your audience and gain attention. We recommend using #WeAreSpeechAndDebate to celebrate with us!

ON NSDE DAY, JOIN OUR SOCIAL MEDIA MOVEMENT!

We are encouraging all teams to share student, coach, educator, and alumni stories of why speech and debate is important to them, using the hashtag #NSDEday. Additionally, download free graphics to share celebrating National Speech and Debate Education Day on March 3! Visit www.speechanddebate.org/national-speech-debate-education-day

Hashtags can also be a great way to increase your audience and gain attention. We recommend using #NSDEday to celebrate with us!

Additional free resources available at www.speechanddebate.org/national-speech-debate-education-day

FIND YOUR BEST SPOKESPERSON

CHALLENGE: SAMPLE SCRIPT

So you've found an individual who loves speech and debate, but don't know what to have them say for the spokesperson challenge. This sample script is here to help!

Remember, your spokesperson should talk about why speech and debate is important to them. Use this script as a jumping off point, but encourage them to tell their personal story and explain why they love speech and debate!

Sample Script

Hello, my name is _____ (name). I'm a _____ (occupation) and a former speech and debate competitor. I'm proud to celebrate National Speech and Debate Education Day on March 3 because I know the important skills that students gain from this activity. After all, I gained them too! Speech and debate taught me so much about discussing tough topics, speaking up for what I believe in, and sharing my voice in front of a crowd. I'm proud to join other speech and debate supporters to celebrate on March 3. We are speech and debate!

Don't forget—when you are done compiling the video from your spokesperson, share it on social media! Be sure to tag us @speechanddebate and use the hashtag #NSDEday.



Additional free resources available at www.speechanddebate.org/national-speech-debate-education-day



FIND YOUR BEST SPOKESPERSON CHALLENGE: SAMPLE EMAIL

Use this template to reach out to potential spokespersons. Attach the sample script available on www.speechanddebate.org/national-speech-debate-education-day.

Sample Email

Dear (NAME),

My name is (NAME), and I'm a (STUDENT/TEACHER) at (SCHOOL NAME) in (CITY). I am reaching out because I know you support speech and debate!

As a part of National Speech and Debate Education Day on March 3, we're asking supporters of this activity to be speech and debate spokespersons. I'm hoping you'll participate! All you have to do is talk a little bit about why speech and debate is important to you. Our goal is to spread the word of all of the benefits of this activity.

If you'd like to join us in celebrating National Speech and Debate Education Day and standing up as a spokesperson, let's find a time to talk and record a short video! I've attached a sample script to use as a starting point.

You can also stay in touch with the speech and debate community by signing up for the NSDA's alumni newsletter: www.speechanddebate.org/newsletters

Thank you very much for your time and for your support of this activity!

Sincerely,

(NAME)



Additional free resources available at www.speechanddebate.org/national-speech-debate-education-day