



How to Organize Your Own Event

1. If you're part of an HSF Alumni Chapter, enlist other members to help plan the event. It's a great opportunity to work together and get to know one another in person.
2. Choose a date, time and place that would be convenient for most of your guests. Often, these events are held right before or after work. When you think about location, look for a spot that's fun and easy for your guests to get to. It could be as formal as a hotel or convention center room, or as informal as your living room. You could also choose a restaurant or lounge.
 - Consider ordering free copies of the *Your Words Today* DVD from HSF to have on hand and distribute to your guests. The DVD contains great resources and important facts about Hispanic education.
 - You could also choose to simply use the event as an opportunity for people to meet each other in the community, and encourage guests to order their own DVD to learn more.
3. Invite your guests! Announce your event to your Alumni Chapter, post information to your social networks, and send email invitations to your own network of professionals who may be interested in this topic.
4. Download our Community Speaking Toolkit to receive talking points about HSF and the importance of advancing college attainment for Hispanic students. You may choose to use these facts in any prepared remarks you plan to give to the group.
5. Arrive early to make sure the room is set up appropriately for your guests. Make sure there will be enough food and beverages on hand.
6. Have fun!
7. After the event, thank your guests for coming, and tell us how it went. How did the planning go? How many people attended? Did they find the event to be useful? If you tried something that worked well, we'll help other alumni try it to. Likewise, if something was less successful, we'll use that feedback to improve the experience for other alumni.



HSF Community Speaking Toolkit

Tips for Booking a Speaking Engagement

1. Make a list of groups you plan to approach such as your local high school, Chamber of Commerce, Rotary Club, your church or professional associations.
2. Identify a contact person for each organization.
3. Approach each organization you have brainstormed and ask when they have speaking opportunities throughout the year.
4. Meet with the contact person. Tell them:
 - About the educational achievement gap
 - HSF's goals, how their organization can help close the gap (the call to action)
 - Your story/what you would say in your presentation
5. If they want you to present to their organization or group:
 - Designate a time and date; determine the duration of the meeting and how long your speech should be.
 - Find out how many people will be presenting to the audience.
 - Get a description of who will be in the audience, i.e., what organizations will be represented and important people you should acknowledge.
 - Ask whether it would be appropriate to use the HSF PowerPoint. If not, review the talking points again.
 - Confirm your presentation one month in advance, then one week in advance. Call again to confirm the date and time two to three days in advance.

- Be sure you determine the projection, electrical and microphone capabilities of the location so that you have what you need
 - Finally, thank the people you have been talking to for allowing you to share your story with their organization and audiences
6. If a contact person is undecided on booking a speaking engagement, leave your information and follow up with this person within 48 hours.
 7. If they don't have any availability for speaking engagements, ask if they can help you spread the word through any of the other materials or events.
 8. Thank them for their time.

How to Adapt a Presentation

It is important to acknowledge why a particular audience should care about closing the Hispanic college achievement gap. The following are some tips to consider when adapting your speech.

Step 1: Understand your audience

- Who are you speaking to? Parents, business owners, community leaders, etc.?
- What about Hispanic education is particularly important to them?
 - ✦ Economic health
 - ✦ Social justice
 - ✦ Success our nation's youth
 - ✦ Opportunity and access to every person
- What are their needs?
- How does this subject affect them?
- Why does this group need to hear from you?
- Why would they listen to you?

Step 2: Prepare bullet points and an introduction that will engage your audience

Share a personal anecdote. Then review the talking points to identify a message that would be most appropriate to highlight. See below for a sample presentation outline and talking points.

Step 3: Speak in a way your audience can understand

When speaking to associations, community groups, clubs, churches and other groups, ask if they are called clients, members, associates, delegates, etc. Pick up a sample newsletter or brochure to get a better sense of how they view themselves and their mission. Use the appropriate language and terminology to help connect with your audience. When speaking to students, know the age group you will be presenting to, and use age-appropriate language and anecdotes they understand and can relate to. Ask the teacher for help if you are unsure.

Presentation Template

Use the following outline to get started preparing your presentation. Feel free to customize this to fit your own story and the audience you are presenting to.

1. Introduce yourself by name and thank your hosts. Acknowledge any special guests in the audience (if appropriate).
2. Tell a little about where you are in your career: your job title, employer, college alma mater, degree(s) you've received.
3. Describe the road you traveled to get where you are today. It wasn't always easy! Give a personal anecdote about a specific challenge you faced (either to get to college or while you were in college), how you struggled to overcome it, and how you succeeded thanks to hard work and a helping hand from those around you.
4. But few Latino students have access to the same opportunities you had. Latinos have the lowest high school and college completion rates of any racial or ethnic group.
5. This is a national issue that affects us all.
 - a. America's long-term economic security and social stability require that we break this cycle of under-education.
 - b. With the U.S. facing increasingly stiff global competition, the nation needs a strong professional workforce that can contribute innovations essential to keeping America at the forefront of the international economy.
 - c. With a college education, Hispanics can help the nation meet the challenges it faces.
6. But how do we do this?
 - a. Talk about a mentor in your life who helped you gain the skills and confidence you needed to succeed.
 - b. Talk about your scholarship from HSF and any other support you received.
7. Show the Your Words Today DVD. As appropriate, use HSF talking points to boost your presentation.
8. Close with a call to action. Depending on your audience, this may include:
 - a. (For parents and students): College really is attainable. Help and financial aid is out there. Visit HSF.net to learn more about the application process and resources that help you succeed
 - b. (For community groups and businesses): We have an obligation to support our community. If we can work together to reach more parents and students with this information, we can truly make a difference. Visit yourwordstoday.org to order a DVD and share it with those you know. I also encourage you to visit HSF.net and make a donation. You can trust that your gift will make a difference in this important challenge.
9. Tell HSF how it went!

HSF Talking Points

What is Hispanic Scholarship Fund?

- HSF is the nation's leading organization supporting Hispanic higher education, providing more educational outreach and scholarship programs to the Hispanic community than any other organization.
- HSF's mission is to strengthen America by advancing the college education of Hispanic Americans. HSF will achieve this mission by increasing the rate of Hispanics earning a college degree.

Why is HSF's work important?

- It's a national priority...
 - Currently, 27% of U.S. adults have a college degree. Prominent decision makers, including the federal administration along with major national foundations and organizations, have established a goal to increase that number to 60% by 2025. Given the growth of the Latino population, that goal must undoubtedly take them into account.
- It's a growing population...
 - Latinos currently represent 15% of the U.S. population, or 50 million people, and they are projected to represent 28% by 2050, or 128 million people.
 - Latinos make up about one-in-five public school students in the United States. The vast majority of them (84%) were born in the US.
- Latinos have a disproportionately high dropout rate and low college completion rate...
 - 30% of all high school dropouts are Latino students.
 - 13% of Latinos (ages 26-65) have a BA degree, compared to 17% for African American and 30% for the white population.
- Latino parents know college is important, but they don't have the knowledge to guide their children to success...
 - 9 in 10 Latino parents agree that the way to a good job and a comfortable lifestyle is through a college degree.
 - More than three-quarters (77%) of Latinos ages 16 to 25 say their parents think going to college is the most important thing to do after high school.

- 6 in 10 Latinos who have gone to college rank their parents as being the most influential people in their decision to continue their schooling.
- Studies have shown that over 65% Latino parents do not have the knowledge to guide their children as they seek to apply and enroll in college.

How does HSF help?

- Since 1975, HSF has awarded over \$300M resulting in close to 100,000 scholarships to students in need.
- HSF has grown steadily and now provides over 4,600 scholarships a year totaling close to \$28M annually.
- 80% of HSF scholars graduate college within five and one half years as compared to only 50% of the general population.
- Since 1999, HSF has provided direct college-access and outreach programs to 200,000 parents and K-12 students at 1,100 workshops and indirectly to millions via publications and websites.
- 88 cents out of every dollar raised goes directly to scholarship, education and outreach programs that benefit students.
- More than 50 of the nation's Fortune 100 companies have chosen to invest in HSF.
- HSF consistently receives an "A" rating from the American Institute of Philanthropy's Charity Rating & Watchdog Report.



How to Host an HSF Screening Party

1. Order a free DVD online, or call 1-877-HSF-8711 to request a copy.
2. Pick a date and time to hold your screening party that is likely to work for the majority of the people you'd like to invite.
3. Identify a location. This could be your living room, or a more formal assembly place such as a classroom, office or library.
4. Create an invite list. Think about people you know who need to hear the campaign's messages directly, as well as those who have the power to take the campaign to a broader audience (teachers, counselors, etc.)
5. Send an invite. Use email or a social network such as Facebook to track RSVPs. If you belong to an Alumni Chapter, this is a great activity for that group. Here is a sample:

Dear friends,

Did you know that 13 percent of Latinos have a BA degree, compared to 17 percent for African American and 30 percent for the white population?

Did you know that 30 percent of all high school dropouts are Latino students?

Research conducted by the Hispanic Scholarship Fund and other institutions confirms that parents play a critical role in their children's education. However, while many Latino parents recognize the importance of college for their children, most don't have the knowledge and tools to help. In fact, many Latino parents believe that college is out of reach for their children because it is too expensive.

HSF created a campaign called *Your Words Today* to overcome those barriers so we can get more Latino children into college.

As a past HSF scholarship recipient, I know firsthand that help exists. That's why I invite you to {location} on {date, time} to join me in a viewing party and discussion.

If we work together, we can help close the Hispanic academic achievement gap.

I hope you can make it!

6. At the screening, use the following discussion guide to stimulate conversation. Feel free to customize this for your own use.

Welcome your guests and make sure they are comfortable. Cue up the video. Before you start it, ask the group a few questions.

- i. What percentage of the total U.S. population are Latino?
 - o Answer: 15 percent, or 50 million people.
- ii. How fast do you think that percentage is growing?
 - o They are projected to represent 28 percent by 2050, or 128 million people.
- iii. How many Latinos have a bachelor's degree? How do we stack up against the rest of the population? (Hint: I mentioned this in my invitation to you.)
 - o 13 percent of Latinos (ages 26-65) have a BA degree, compared to 17 percent for African American and 30 percent for the white population.

You can begin to see the challenge we face. Our population is growing, and yet we are not keeping pace academically. We know that college is important. And we need to do more to help young Latinos get to college and succeed.

But how?

Let's watch the video...

Watch the video. After the video, here are a few questions and statements to kick off the conversation...

More than three-quarters of Latinos ages 16 to 25 say their parents think going to college is the most important thing to do after high school. But over 65 percent of Latino parents do not have the knowledge to guide their children as they seek to apply and enroll in college.

Let's talk about how we can give parents this knowledge...

Who else in our community needs to watch this video? How do we reach them?

If each of us only had time to do one thing tomorrow to help more Hispanic youth attain a college degree, what would it be?

Thank your guests for attending!

7. Afterward, tell us about your event. Share your story with us so we can answer any questions you have, and highlight your success to motivate even more people to spread the word about the campaign.



Fundraising Challenge Ideas

- Encourage your friends to donate \$5 per kilometer if you are running in local marathon, and make it known that you are donating all the proceeds to the HSF Alumni Scholarship Program.
- Challenge your opponents in the local sports league—doesn't matter if its bowling, baseball or shuffle-board—to a fundraising duel. The loser donates to the other's cause. And if your league has cash prizes or end-of-season payouts, perhaps you could donate that to the Alumni Scholarship Fund.
- Encourage your neighbors to hold a community garage sale, and combine the proceeds to support the Alumni Scholarship Fund. They might be a little less sentimental about their old stuff when they know it could be traded for an opportunity for a Hispanic student to attend college. It's a great excuse to reduce clutter, and you can reward the family with the highest sales with something fun and enticing: offer to wash their car or mow their yard for a month.
- Getting married? Ask your guests to help support Hispanic educational achievement in lieu of a registry for gifts you don't want or need.



Named Scholarship Guide

1. Consider a group activity to raise money from your circle of friends, family and colleagues. Here are some ideas:
 - Encourage your friends to donate \$5 per kilometer if you are running in local marathon, and make it known that you are donating all the proceeds to the Alumni Scholarship Fund.
 - Challenge your opponents in the local sports league—doesn't matter if its bowling, baseball or shuffleboard—to a fundraising duel. The loser donates to the other's cause. And if your league has cash prizes or end-of-season payouts, perhaps you could donate that to the Alumni Scholarship Fund.
 - Encourage your neighbors to hold a community garage sale, and combine the proceeds to support the Alumni Scholarship Fund. They might be a little less sentimental about their old stuff when they know it could be traded for an opportunity for a Hispanic student to attend college. It's a great excuse to reduce clutter, and you can reward the family with the highest sales with something fun and enticing: offer to wash their car or mow their yard for a month.
 - Getting married? Ask your guests to help support Hispanic educational achievement in lieu of a registry for gifts you don't want or need.
2. Review our named scholarship levels, and set a goal for your efforts:
 - **\$2,500** for a one-year scholarship for one student
 - **\$5,000** for a two-year scholarship for one student
 - **\$10,000** for a four-year scholarship for one student
3. Review our Community Speaking Toolkit to help you answer questions and motivate others

4. Connect with HSF on Facebook for the latest news you can use to help motivate your network to support your fund.
5. If you are part of an HSF Alumni Chapter, invite other members to give to your fund.
6. Don't forget to check with your employer about matching gift opportunities—it's an easy way to reach your goal quickly. Or, double your impact and help even more students.
7. As you approach your goal, request our [HSF Named Scholarship Form](#) for more information on how to complete the process.



Help Open Doors for HSF

1. Make sure you've completed your alumni profile, including your employer information and any other details you think are relevant. Members of our staff will review your entry, and we may contact you to ask for further information.
2. If you think your organization or someone you know may be interested in supporting HSF through a cause marketing or charitable program, mention this in your story or contact your regional development officer.
3. If you'd simply like to approach your employer on behalf of HSF, email us to receive a PowerPoint presentation you can use to help introduce us and provide background on the educational challenge our community faces.
4. Tell us how your organization responds. We always seek feedback to help us strengthen our outreach efforts, and in some cases we may even reach out to you to discuss ways we can help strengthen and personalize a request.



How to Set Up an Alumni Chapter in Facebook

1. If you're not already signed up for Facebook, create a new account.
2. Set up a new group in Facebook.
 - On the left sidebar, click on "Groups." This will bring you to a page that lists all the groups you currently belong to.
 - At the top of the next page, you'll see a button that says "Create a Group."
 - Facebook will ask you a few basic questions. Make sure to use the phrase "HSF Alumni Chapter" in your group name so we can find you.
 - Some examples might be: "HSF Alumni Chapter of San Francisco, CA" or "HSF Alumni Chapter of Engineering Professionals"
3. Once your group is set up, invite HSF as a friend, and send us a message to include your chapter in our directories.
4. We'll announce your chapter on our Facebook wall, and include it in any directories, so that other HSF alumni that match your chapter description can join you.