



## Sandy Hook Promise Promise Leader Conversation Planning Guide

### Promise Leader Conversation Planning Guide

Organizing a conversation with those you care about on behalf of Sandy Hook Promise is not very different from organizing a gathering of your friends or family. This Planning Guide contains a sample checklist to help you prepare for your conversation, a sample invitation, and tips for creating your invite list and assuring good participation.

### Planning Checklist

Use this checklist as a guide to help you plan and prepare for your conversation:

#### Two to Three Weeks Before Your Conversation

\_\_\_\_\_ Register your conversation by signing up at <http://www.sandyhookpromise.org/conversations>.

##### **Tips:**

- Before you register, you will need to determine the date, time and location for your conversation. Choose a date and time that is convenient for you and that doesn't conflict with holidays or local events.
- The average conversation will last between 45 minutes to an hour, but can be done in as little as 30 minutes or as long as an hour and a half. Your conversation can be held over coffee and doughnuts in the morning, a brown bag lunch at your place of work, after a community event or worship service, in the evening, over the weekend... whatever works best for you and your personal network.
- Your conversation can even take place as part of an already scheduled meeting or gathering within your civic organization, after a service at your place of worship, or school event. Make sure the date and time are convenient for you and other members of your personal network, organization, group or community.

\_\_\_\_\_ Download the Promise Leader Conversation FAQ, Planning Guide and Facilitation Guide at <http://www.sandyhookpromise.org/conversations>.

\_\_\_\_\_ Watch the Promise Leader Conversation webinar for more tips on planning and facilitating your conversation at [Promise Leader Conversation Webinar](#).

\_\_\_\_\_ Create your guest list.

##### **Tips:**

- You will want at least four or more people to participate in your conversation, not including yourself. This means you will want to invite at least double the number of people you want to join you. Start by inviting those closest to you and whom you feel the most comfortable around and build from there. Consider your friends, family members, colleagues or neighbors.
- Ask your friends, family members, colleagues or neighbors to help you recruit others to join your conversation. Connect with other people within your organization or community, as well as your personal and professional connections. Ask them to help you identify others to invite and/or to encourage them to bring a friend.

- Request a commitment. Ask people to RSVP and keep asking those who don't respond to your invitation the first time around. Explain to them why this is an important conversation and why you want them to join you. Ask if you can count on them to be there - persistence conveys importance.

\_\_\_\_\_ Send invitations to your guests. Please feel free to use the sample invitation in this guide to send to your guests. This invitation can be customized and sent via email, social media, flyer or a handwritten invitation.

\_\_\_\_\_ Reach out with questions or to set up a call to talk more at [promiseleader@sandyhookpromise.org](mailto:promiseleader@sandyhookpromise.org). You can also ask questions or brainstorm ideas with other Promise Leaders on our **private** Promise Leader Facebook page at <https://www.facebook.com/groups/promisecommladers/>.

### **One Week to Three Days Before Your Conversation**

\_\_\_\_\_ Make a list of what you will need and gather all necessary materials. Your list should include:

- ✓ A laptop, computer or tablet
- ✓ Wi-Fi or Internet access
- ✓ The link to the video, available at <http://www.sandyhookpromise.org/conversations>
- ✓ Sandy Hook Promise "Make the Promise" wristbands.
- ✓ Name tags if your guests don't already know each other
- ✓ Refreshments if you are choosing to serve them
- ✓ Necessary copies available in the Facilitation Guide at [www.sandyhookpromise.org/conversations](http://www.sandyhookpromise.org/conversations)

\_\_\_\_\_ Review the agenda and talking points available in the Facilitation Guide at <http://www.sandyhookpromise.org/conversations>. Prepare your welcome and introduction and review the materials.

\_\_\_\_\_ Follow up and remind your guests. A small reminder can go a long way. Remind your guests the time, date and location of your conversation. This could be a personal reminder the next time you see them, a phone call, text message, social media post or email.

### **Day of Your Conversation**

\_\_\_\_\_ Smile, breathe and relax. Remember, you are talking about something you care deeply about to the people you care deeply about. Your guests will want to support you!

\_\_\_\_\_ Post a picture, story or words of encouragement to the **private** Promise Leader Facebook page at <https://www.facebook.com/groups/promisecommladers/>. Not only will we love to hear your stories, but your stories will help inspire other Promise Leaders and build valuable momentum!

## Sample Invitation

Please feel free to edit this sample invitation. The invitation can be sent via social media, email, flyer or a handwritten invitation.

Dear [Insert Name],

As you may know, I am a Promise Leader with Sandy Hook Promise. Sandy Hook Promise is a nonprofit organization led by several family members who lost loved ones at the Sandy Hook Elementary School shooting on December 14, 2012. The organization's sole purpose is to prevent gun violence so that no other parent experiences the senseless, horrific loss of their child. Sandy Hook Promise believes that gun violence – and all violence – is preventable and that it is time for a new approach. This approach involves bringing people together around our common values – protecting our kids and keeping our communities safe. Sandy Hook Promise focuses on preventing gun violence *BEFORE* it happens by teaching adults and youth how to recognize the signs and signals of individuals who may be at-risk of hurting themselves or others and intervene to get them help.

*OPTIONAL:* I became involved as a Promise Leader because I (insert your personal story or reason for becoming a Promise Leader).

**I am hosting a small get together on [insert date and time] at [my house or insert name and address of alternative location].**

The purpose of this get together is to introduce you to Sandy Hook Promise, their unique mission of preventing gun violence *BEFORE* it happens and explore how we can take a seemingly small, yet powerful step forward to preventing gun violence in our community. **I hope you can attend!**

*OPTIONAL:* I will be serving [insert your food/refreshments] and the get together will last approximately 45 minutes. Please feel free to bring a friend with you!

Thank you for your consideration. Please let me know if you are able to join me by [insert date].

If you'd like more information about Sandy Hook Promise, please visit: [www.sandyhookpromise.org](http://www.sandyhookpromise.org). If you have questions about the get together, please call or email me at [insert your contact information].

Sincerely,  
[Your name]