



Sandy Hook Promise Promise Leader Conversations Frequently Asked Questions (FAQ)

What is a Promise Leader Conversation?

When it comes to preventing gun violence, many people don't know what to do or are afraid to take the first step. Meaningful conversations – especially with those we know and trust - can break through the feelings of helplessness and hopelessness and inspire people to become engaged. A Promise Leader conversation is a gathering that you host with the purpose of bringing together people within your personal network to learn more about Sandy Hook Promise's unique approach to preventing gun violence and how they can get involved. We encourage you to think creatively; your conversation could be held over morning coffee, a brown bag or pizza lunch with your co-workers, part of a dinner or book club, a potluck or a weekend play date.

Why Promise Leader Conversations?

Promise Leaders play an extremely important role in advancing Sandy Hook Promise's mission because they move beyond individual action to collective action that protects more people in their community from gun violence. By having a conversation with those you know and trust, you allow your network to break through their feelings of helplessness and hopelessness and join hundreds of thousands of people from across the country who are taking seemingly simple, yet powerful steps to prevent gun violence before it happens.

What is my role – as a Promise Leader - within the conversation?

As a Promise Leader, you have the power to put a familiar face on the importance of preventing gun violence in your community. Your personal network knows you, trusts you and cares about what is important to you. When you invest the time to bring your personal network together, they will listen to you and you will be inspired by how your seemingly simple act of creating a conversation inspires hope and action.

To host a conversation, all you need to do is bring your personal network together at a designated time and location of your choosing, share with them why you support Sandy Hook Promise and ask them to Make the Promise. You will organize your guest list, send invitations and collect responses, determine the format that best reflects your personality and comfort level – such as an informal coffee or a catered dinner - and facilitate a short conversation. Sandy Hook Promise will provide you with a sample invitation, sample agenda, talking points and a short video.

When should my conversation take place?

Your conversation could 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. When planning your conversation, please take notice of holidays and local events, such as the school calendar, when people might be too busy to attend.

What will happen during my conversation?

On the day of your conversation, your guests will gather at the time and location of your choosing. Your conversation could take place in your home or at a coffee shop, restaurant, library, community room, place of worship or your work or school. All you need to have are your guests, Wi-Fi or Internet connection and a laptop, computer or tablet with sound or speakers.

At the start of your conversation, you will welcome your guests, briefly share why you chose to host this important conversation and ask your guests to introduce themselves. Sandy Hook Promise will provide you with a link to a short (three minute) video that shows how Promise Leaders are putting Sandy Hook Promise's

unique approach to preventing gun violence *before* it happens into action within communities across the country. Following the video, you will facilitate a brief conversation with the talking points and one-pager provided in your conversation toolkit and ask your guests to Make the Promise by signing up on-line. You can also ask your guests to sign a letter or send an email (template provided in your toolkit) to your local school or youth organization and ask the school/youth organization to implement one of Sandy Hook Promise's no-cost *Know the Signs* violence prevention programs.

Who should I invite to my conversation?

Your conversation can consist of your friends, family members, co-workers, neighbors, members of your faith community, people connected with your local school, book club, civic group or community - anyone you have a personal relationship with. Please invite as many people as you feel comfortable hosting and plan to have at least four guests – not including yourself – participate in your conversation.

How long should my conversation last?

Your conversation can last as long as you want and will depend upon the format you choose and the time you have available. 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.

What do I need to do to prepare for my conversation?

To get started in planning your conversation, please log onto <http://www.sandyhookpromise.org/conversations> and register your conversation with Sandy Hook Promise. The first thing you will need to do is determine the date, time and location for your conversation. You will also need to create your invite list and send invitations to your guests. When you log onto <http://www.sandyhookpromise.org/conversations>, you will find a free, downloadable planning guide, check-list and sample invitation to help you get started.

How will Sandy Hook Promise support me in organizing my conversation?

In addition to the planning resources available at <http://www.sandyhookpromise.org/conversations>, you will also find a sample agenda and talking points designed specifically to help you prepare for your role as a host. You can also listen to a webinar with tips for planning and facilitating a Promise Leader Conversation at [Promise Leader Conversation Webinar](#).

Sandy Hook Promise can also send "Make the Promise" wristbands for you to give to your guests as a special thank you. Depending on where you live, Sandy Hook Promise staff may also be available to join your conversation. Finally, we are here to support you and answer your questions. Please email us at promiseleader@sandyhookpromise.org. You can also ask questions or post your ideas on the **private** Promise Leader Facebook page at <https://www.facebook.com/groups/promisecommleaders/>.

Thank you for hosting this very important conversation. We know that bringing together your personal network requires commitment and leadership. We are grateful for and proud of the willingness and dedication of Promise Leaders to break through the helplessness and hopelessness that prevents people from getting involved and join Sandy Hook Promise in bringing our unique mission and approach to preventing gun violence to communities across the country. Thank you. Thank you. Thank you.