

SPEAKER NEWSLETTER September 2018

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“Stories are the creative conversion of life itself into a more powerful, clearer, more meaningful experience. They are the currency of human contact.” – Robert McKee

‘National Story Telling Week’ 26th Jan ~ 2nd Feb 2019

We will be launching this event in November 2018 to really showcase our brilliant Guide Dogs Speakers service. We will start with social media, so keep an eye out on Facebook and Twitter in December, share posts whenever you can. We will be contacting our supporters, and encouraging them to visit our website, drop us an email, or give us a call to book a Speaker and can have the opportunity to listen to our wonderful ‘life changing’ stories.

What we need is you, our dedicated Speakers to go out into your local communities, spread the word about **‘National Story Telling Week’** and bag yourself a Speaker request. Speak to friends, revisit previous groups, put your posters out to let your local community know they can book a Speaker. Let’s get everyone talking about our stories! Let your teams know when and where you are going so we can build on everyone’s support. It’s going to be a great way of engaging with our communities. This year’s challenge is to increase our talks to adult groups and corporate organisations, as less than 20% of our current audiences are adults.

Let’s see if we can change that, let’s get them involved, get them engaged and let’s get them fundraising for Guide Dogs.

You can share all your brilliant Speaker engagements by posting pictures and examples of how you got your talk. We will be posting the wonderful comments that we get time and time again, about the great ‘Life Changing’ storytelling you are doing.

Facebook

As Speakers you can join the Speaker Facebook group to ask question, share idea and tell us about the great talks you have done and the amazing fundraising that has taken place.

You can e-mail speakers@guidedogs.org.uk or go straight to our Speaker Facebook page and let's get sharing all your ideas and successes about how to source your own talks. <https://www.facebook.com/groups/1771399256442294/>

Speaker Training

It's important that all our Speakers are up to date with their role specific training by the end of 2018. If you would like to book on a Speaker training day, please contact your volunteer manager, Community Fundraising Development Officer, or e-mail speakers@guidedogs.org.uk

"Just a quick note to say how much I enjoyed the Speakers training course. A great group of volunteers and amazing facilitators. Thank you so much for giving me this opportunity and I really hope I can be an asset for Guide Dogs fundraising soon" - just one of the many comments received from the training.

We have several Speaker training days across the organisation which you can attend, wherever it's convenient for you to do so. All the training dates and team information for July, August and September are in the attached document. Please discuss which dates are convenient for you with your local Volunteer Manager who will be your Community Fundraising Development Officer. These dates will be updated every bi-monthly newsletter. **A gentle reminder to all volunteer Speakers regarding your training. When Guide Dogs delivers any training we always try to keep costs as low as possible. If you know of any free venues, please speak to your volunteer manager.**

Recently, we've had volunteers cancel their place on a training course last-minute or not turn up on the day. Please bear in mind that if you're booked onto a course and cancel last-minute (extreme personal circumstance cannot be avoided which we understand) or don't show on the day, Guide Dogs will have incurred an irretrievable cost. If you're unable to attend for any reason please contact your Volunteer Manager as soon as possible so that we can cancel your place and/or offer it to a volunteer on the waiting list. Thank you for your support and cooperation. We appreciate all the time you give to Guide Dogs and look forward to seeing you on the training.

Schools and Youth Groups

Please take the new Learn about Guide Dogs leaflets with you on visits to Schools and Youth groups, the leaflet details the fundraising options and gives an overview of the resources that teachers and leaders can access including the new STEM resources. Learn about Guide Dogs leaflets are also available in Welsh. Please contact your local fundraising group if you are a member, order from orbital if you have access, or contact your local Guide Dogs Mobility Team office for supplies.

Coming Soon

This September we will be offering resources for Schools and Youth groups to support Guide Dogs through social action in their community. Our Youth Action Project will enable young people to fundraise, raise awareness and campaign for

Guide Dogs as part of a recognised scheme such as The Duke of Edinburgh's Award, International Baccalaureate or school Citizenship programme. The Youth Action Project will be available for teachers and leaders to download via the learning resources pages of the website.

Puppy Graduation Scheme

The Puppy Graduation Scheme sign up form is attached to this document. This scheme has replaced sponsor a puppy @ school. Please ensure you are not distributing any 'Sponsor a Puppy' materials to schools or groups as they are not eligible for this reward.

We are in the process of choosing the 2019 class of puppy graduates for next year's pack and will announce them shortly. When banking your Puppy Graduation income please use the product code **PuppyGrad** alongside your **branch sort code**.

Guide Dogs Week Kids Dance Challenge

This year we have produced a fun dance video for primary aged children to dance along to as part of their sponsored Move it for Money challenge. The link to the video will be sent to schools who register online to receive a Move It for Money pack. The pack includes a Move It challenge sponsorship form, make your own dog ears, the Move It for Money fundraising ideas brochure and certificates for teachers/leaders to distribute to the children upon completion of their challenge. Please signpost schools to get involved at <https://www.guidedogs.org.uk/moveitformoney/>

Guide Dogs Week 2018 – Save the date 6-14 October

It's hard to believe it, but Guide Dogs Week is less than two months away. This year we're delighted to announce our first ever national collection partnership with Homebase who are allowing fundraising collections at each of their stores throughout October. A key focus for this year is to be as externally facing as possible, to engage new supporters as well as existing ones. Our new Donate an Hour registration page is coming very soon. This will enable supporters to sign up to join us at local collections.

We really need your support locally, so when you are out giving your talks please encourage members of your local community to join the fun by either donating an hour at local collections, registering to fundraising for us, or donating directly. The soft launch is on 3rd September, you can help by securing talks in your community and help spread the word about Guide Dogs Week, flyers are available to order now from Menzies (Orbital)

Visit the website to find out more

www.guidedogs.org.uk/guidedogsweek for donate an hour or
www.guidedogs.org.uk/moveitformoney for fundraising packs

Team Guide Dogs Week

NAP Corner (Name a Puppy)

Speaker success with Northumbrian Water

Linda, a guide dog owner from Newcastle Mobility team recently gave a talk at Northumbrian Water Ltd. The event, was held to look at creative solutions for issues faced by people with disabilities, several other organisations attend.

Linda spoke first about her experience as a guide dog owner, she spoke about the everyday challenges of sight loss, which was extremely emotional and made a massive impact. Then questions from people in attendance were answered. The talk resulted in a £5000 Name a Puppy!

Northumbrian Water Ltd. were so impressed by their presentation that they signed up to Name a Puppy there and then, and even set themselves the challenge of raising the money on the day. Buckets were set out for donations and this raised a staggering £3000 within the first day! Northumbrian Water Ltd can't wait to name a puppy!

Gifts in Wills Team

On behalf of all our Legacy Engagement Officers, we wanted to say a huge thank you to all the puppy walker Speakers and guide dog owner Speakers who attended a Reception Day this year to give a talk about your experiences. We've had some very positive feedback from our guests, including:

"I've been a supporter for years as I see the work as invaluable. Events like this really reinforce how important this is".

"Today's event was very informative and it was wonderful to hear real life stories".

We will be looking for Speakers for our Autumn events, so if you're a puppy walker or guide dog owner Speaker and would like to share your story with our supporters, or if you're interested in attending one of these events as a guest, please contact your local LEO:

Vicky West on 0118 983 8284 or
vicky.west@guidedogs.org.uk for the South East

Natalie Levin on 0118 983 8163 or
natalie.levin@guidedogs.org.uk for West Midlands, Wales and the South West, East Anglia, East Midlands and East & South Yorkshire

Frances Combs on 0161 972 0112 or
frances.combs@guidedogs.org.uk for the North of England

Tara Schwelm on 0118 983 8215 or
tara.schwelm@guidedogs.org.uk for Scotland, Northern Ireland and North-East England

Useful Contacts

Speakers e-mail Speakers@guidedogs.org.uk

Guide Dogs Website: www.guidedogs.org.uk

Belfast - Telephone: 0118 983 8781, Email: belfast@guidedogs.org.uk

Edinburgh - Telephone: 0118 983 8703, Email: edinburgh@guidedogs.org.uk

Glasgow – Telephone: 0118 983 8123, Email: glasgow@guidedogs.org.uk

Newcastle - Telephone: 0118 983 8732, Email: newcastle@guidedogs.org.uk

Hull - Tel: 0118 983 8753, Email: hull@guidedogs.org.uk

Leeds - Tel: 0118 983 8734, Email: leeds@guidedogs.org.uk

Liverpool - Tel: 0118 983 8749, Email: liverpool@guidedogs.org.uk

Manchester - Tel: 0118 983 8715, Email: manchester@guidedogs.org.uk

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Exeter - Tel: 0118 983 8722, Email: exeter@guidedogs.org.uk

Southampton - Tel: 0118 983 8892, Email: southampton@guidedogs.org.uk

London - Tel: 0118 983 8820, Email: london@guidedogs.org.uk

Maidstone - Tel: 0118 983 8711, Email: maidstone@guidedogs.org.uk

Peterborough - Tel: 0118 983 8741, Email: peterborough@guidedogs.org.uk

Reading - Tel: 0118 983 8726, Email: reading@guidedogs.org.uk

Welwyn Garden City - Tel: 0118 983 8713 Email: welwyn@guidedogs.org.uk

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