

# A Guide to Speaker Own Talks

Each year, speakers arrange and give over 100 talks with churches in their local area. This document gives some guidance on how to do this effectively and how to coordinate it with our other efforts to contact churches to book talks.

## When can I start doing speaker own talks?

- If you're a trainee then wait until you are fully accredited as a speaker before proactively looking to arrange your own talks. However, you may still accept an invitation through a personal connection, please just let us know at the Head Office.

## How can I arrange my own talks?

- Start with who you know personally. Are you connected to any church leaders, secretaries or parish council members? Have a chat with them, tell them about your experience, passion and connection to CAP and ask if they would be open to having you speak.
- Then think about who you know, that knows someone else. Does a spouse or family member have a connection to a church that you could tap into?
- Think about other local churches in your area, using the resources and guidance below.

## How to approach local churches

- The ideal is to visit in person and try and introduce yourself to the local church leader. If it's convenient you could even try just going to a service and talking to them afterwards.
- Take a letter (see below) with you to hand over in person. If you can't do this after a few attempts, drop it through the letterbox with a short handwritten note. E.g. FAO Rev XXX, blessings, YOUR NAME.
- The ideal outcome is for you to exchange contact details with the church leader (or pulpit secretary/other relevant decision maker) and liaise over the following weeks to put a date in the diary.
- Be sensitive, if they are not interested then politely thank them for their time and don't pursue it.
- If you haven't had a response to your initial letter after 2 weeks, try sending a chaser email.

## How do I persuade people to say yes?

- You are offering yourself to speak – so make sure you come across with credibility. Dress smartly and have a couple of stories up your sleeve which you know you can tell with great effect. This will convey CAP's heart and your speaking ability. Use a CAP branded folder or badge if you have one.
- Have you spoken at another church nearby? Namecheck them and use them as a reference re your ability as a speaker.

- Tell them clearly that your talk includes an opportunity for people to make a regular gift to Christians Against Poverty, and ensure that they are happy with this (see 'calling the church leader' document for further guidance on this).

### **How can I coordinate with efforts from the CAP Head Office?**

- Make sure to coordinate if you have other speakers in your town/area.
- Aim to connect with churches where the typical Sunday congregation is less than 100. If the church is larger than 100 there is a higher likelihood that someone from CAP Head Office is proactively trying to engage with them.
- Be mindful that the church may have recently received a call re a Speaker or money coaching – this is implied in the template letter below.
- Please do not cold call – a cold call from 2 'CAP' people in quick succession is likely to frustrate a church. Instead use face to face contact, post or email.

### **What do you need to know once you've booked a talk?**

- Once you've arranged a talk with a local church all you need to do is drop an email to [speakers@capuk.org](mailto:speakers@capuk.org) with the following details: *Church name, town/city, date of talk, expected number of adults and type of Life Changer Ask (full, light, no ask)*
- If you need any talk material, check out the usual [Speaker Resources Website](#). Likewise if you need physical resources for your talk feel free to put in an order at the usual place - [Speaker Resource Ordering](#).

## Draft letter

Dear NAME

I called today to introduce myself – my name's XX. I speak in local churches on behalf of Christians Against Poverty (CAP) here in XXX. You may have heard from the head office recently but I wanted to make a personal connection.

CAP exists to inspire and equip churches, just like yours, to help people out of debt and poverty, and see them become followers of Jesus.

I'm passionate about the local church here in XXX and doing what I can to serve, equip and encourage, and I wanted to ask, **would you consider inviting me to share stories of God at work through the local church and CAP, with you here at XX on a Sunday morning?**

I've been speaking now for X years, including at [*Insert name of local church where you've spoken if relevant*], and am personally involved in this ministry through [*Insert your personal connection to CAP*]

My hope is that through this, your church would be inspired by how these stories of God at work, and encouraged by the reminder that no life is beyond his redeeming power. CAP covers all my travel expenses and there is no charge or contribution required from yourselves.

I look forward to hearing from you,

Blessings,  
XXX

## Draft chaser email

Dear XXX,

Don't you just love to hear good news? As I mentioned in my recent letter, I'm one of CAP's local speakers, tasked with sharing good news stories of how churches in partnership with CAP are seeing hope restored for some of the poorest people in the UK.

I've spoken in [*name check local churches*], bringing a blend of story, scripture and practical application, and would be delighted to visit [*church name*] if this would be of interest to you. If it is, when in the coming year might align with your preaching calendar?

Every blessing,

YOUR NAME