

Advanced Speech  
Persuasive Speech

Directions:

You are playing two separate roles in this speech: that of an Investor and an Advocate. As an Advocate, you will deliver a speech convincing the Investors to invest in your cause. As an Investor, you will listen to the Advocate speeches and decide which to which causes you'll direct your money.

**Advocate Role:**

**Pick a category:**

- Humanitarian Group/Charity (ex: Heifer International, the Red Cross, Feed My Starving Children)
- Non-profit organization (ex: National Public Radio, Chrysalis-Tubman Family Alliance)
- Arts/Entertainment Group (ex: Guthrie Theatre, Minnesota Orchestra, American Ballet Theatre)
- Small business start-up (ex: Superior Irrigation--a family-owned business out of Brooklyn Park, The A-list – A youth center in Brooklyn Park)

**Pick an organization within this category.** (This in itself might take some research).

**Research this organization.** Triangulate your sources: not only do you want to look at information provided BY the organization, you want to look at outside reports ABOUT the organization.

**Write your persuasive speech.** Convince the Investors that their money will be well spent. Why should they invest in your organization as opposed to everyone else's?

**Think about language.** What language can you use to be more convincing? Be sure to have a few key words, phrases or ideas that you think can make your speech more persuasive.

**Create an Outline.** Same standard outline, but be sure to include citations (Author and date) of where you are getting important information (facts, stats, quotes and general info)

**Create a visual aid.** PowerPoint is probably your best option here.

**Practice your persuasive speech with your visual aid.** Seriously. Practice. The mirror is a great audience, as is your dog. If you can do the speech for a relative, you can do it in front of anyone.

**Present your speech to the Investors on your assigned day.**

**Investor Role:**

**You will get \$20,000, dispersible in \$1,000 increments, for attending class.** You may choose to give it all to one company, or to distribute it in smaller amounts. You can also

purchase additional Larson Lira for \$1-\$2000, \$5-\$10,000 or \$10-\$20,000. All money collected will be added to Mr. Larson's \$20 to make a donation to the student's charity / group / or organization that collects the most Larson Lira in class.

**As you are watching the presentations (speeches), take notes.** You will disperse your money after ALL the presentations have been made, so keep track of what speeches moved you and why.

**Distribute your money.** You will take your physical bills and drop them in each person's corresponding manila envelope.

Your speech should be 5-8 minutes, will require some research, and will need to include a presentation aid of your choice. Don't be afraid to be creative with your topics and please tell me once decide on a topic. You will be allowed to use an outline or note cards when delivering your speech. Before you give your speech you must give me a typed outline copy of your formal outline otherwise you will not be allowed to give your speech. I would also like a typed works cited page of the sources that you used in your speech and you may want to have slide on your PowerPoint that shows the sources. All information (statistics and direct quotes) that is not your own should be verbally cited in your speech.

Purpose:

The purpose of this speech is to persuade the investors to support your cause. Be sure to state a clear purpose in your introduction.

Audience Analysis:

I suggest that you do some type of audience analysis for this speech. You will have time during class on Tuesday to conduct audience analysis research. Surveys and questionnaires should be created outside of class and this is optional. If you want copies, please email or give to me by tomorrow morning before period 2.

Topics:

Lottery of topics will be in class later today.

Evaluation:

You will be evaluated on how organized your speech is (introduction, body, and conclusion), how well you deliver it, and if you fulfill your purpose. I am looking for you to use all three persuasive strategies mentioned in class (ethos, pathos, and logos) somewhere in your speech. IT IS CRUCIAL THAT YOU CITE YOUR INFORMATION FROM OUTSIDE SOURCES IN YOUR SPEECH. Your outline and works cited page must be typed and will be given to me before you speak.