



# CONFERENCE CALL SEGMENTS

*For in-office interns*

## **The Big Number (30-seconds or less)**

Provide a stat about the issues.

- Find numbers that convey the problem and/or successes in addressing the problem. Try to find a comparison to bring the number to life (that's the equivalent of everyone in Yankee Stadium).
- Ex. "70,000... that's the number of children USAID predicted would have been killed if the foreign assistance cuts passed in the House became law."
- Ex. "1.2 billion... that's the number of people living on less than \$1 per day. That's the equivalent of the U.S., Canada and Europe combined."

## **It's Supercalifragilisticexpialidocious (30-60 seconds)**

Good news in the war on poverty. Stories about successes occurring. Example: *"All right team, here's a supercalifragilisticexpialidocious fact for you... There are more children in school today than at anytime in history. X million kids who didn't have access to education 5-years ago are now sitting in classrooms and on track to elevate their life."*

## **Meet a Bill (2-4 minutes)**

Check with Dayna first. Provide an overview of the poverty-reduction bills we're focused on. One bill per segment.

- Bill name, bill number (mention if it's in the House and/or Senate).
- What it does, how many cosponsors, bill status (passed committee), next step in the bill's journey.
- Whenever the info is available include, cost of the bill (CBO score) and number of people it will help.

## **Legislative Updates & Victories (1-2 minutes)**

Keep weekly tabs on the bills we're promoting. Whenever a leader co-sponsors one of those bills mention it on the call. If there's an RD in that leaders district, mention it on the call.

- Inform the group whenever a congressional leader has cosponsored one of those bills and mention if there is an RD in the leaders district. Ex. *"Out in Iowa where we've got Regional Director Ben Jones working his magic, Iowa Senator Bobby Moore has just agreed to cosponsor the Water for the World Act. Nice work Ben!"*

## **Make me Smarter (2-minutes or less)**

Research an issue or topic and share knowledge about it.

"Make Me Smarter" Segment Ideas:

1. How do you end world hunger/how is poverty fought on the ground?
2. Why do starving children have big bellies?

3. What is microfinance?
4. How is sanitation improved and how does lack of sanitation impact people?
5. Refugees? Who are they? How long do they live in camps? What happens to most?

### **Anecdotes (2-3 minutes)**

Research and share stories that convey the messages we're trying to communicate. Anecdotes are stories that convey messages we're trying to get across. Anecdotes are stories that convey these and similar messages. Stories are easier to comprehend and remember than hard data. The objective is to share factual stories/examples that the team will be able to easily remember and share when discussing the issues.

The key things we want to convey in anecdotes:

- Poverty can be addressed/successes are occurring. It's not hard to improve life for someone who has nothing.
- It's in the strategic interest of the U.S. to reduce poverty. Stories about how poverty impacts national security, U.S. jobs, overpopulation, etc.).
- Anyone can make a difference. Stories of everyday people (both involved with The Borgen Project and from elsewhere) who have had an extraordinary impact. Or simple actions that had a big impact.
- Advocacy rocks. Stories of other citizen powered movements. Lessons from history (MLK, Mandela, etc.).

### **Interesting Congressional Leaders Segment (1-2 minutes)**

Share stories of congressional leaders past and present with interesting backgrounds (Former actors, NFL stars, car salesmen, POW's, etc.). Primarily focus on the positive/non scandalous. See Clint for ideas.

### **Schooling the Critic/Answering FAQ's (1-2 minutes)**

Responding to critics, pessimist and answering FAQ's about poverty and aid. Can include a mock interaction where Clint shows how to respond to [FAQ's and misconceptions](#).

Potential "Manhandling the Critic" Questions:

1. What about corruption overseas?
2. Doesn't the U.S. do enough already?
3. Shouldn't we take care of U.S. poverty first?
4. How does improving global poverty help the US economy?

... [Find more here](#).

### **Borgen Project Factoids (30-60 seconds)**

Factoids about organization's history, celebs/interesting people involved, random tidbits, etc. Check with Clint for ideas. Example: *"Did you know the first celebrity involved with The Borgen Project was Actor Tom Skerritt who starred in A River Runs Through it with Brad Pitt and Top Gun with Tom Cruise."*

### **Borgen Buzzwords (1-2 minutes)**

Pick a buzzword from the international aid and development world, and give a brief summary of the buzzword, and how it relates to The Borgen Project and global poverty.

Examples of Buzzwords:

1. Micro Loans
2. Millennium Challenge
3. Cookstoves
4. Health: malaria, HIV and inoculations
5. Fair Trade, non-slavery products
6. National Security

Example: “Hey team! This week’s Borgen Buzzword is “national security”. National security is an important part of our poverty-reduction efforts because....”