



4-H Camp Ambassador Training

Intended Audience:

- 4-H Camp Ambassadors

Lesson Objectives:

Ambassadors will:

- Craft a message

Time: 20 minutes

Equipment and supplies:

- Pens or Pencils
- Sticky Notes
- Paper

Do Ahead:

- Lesson on Identifying Audiences and Public Speaking Pointers

Prepared by:

Jo Williams
 Extension Educator, 4-H Youth
 OSU Extension Scioto County
 602 7th St., Rm. 7
 Portsmouth, OH 45662
 740-354-7879
williams.2213@osu.edu

Resources:

Mitchell, Olivia , [How to Craft a Memorable Key Message in 10 Minutes](#), www.speakingaboutpresenting.com, 2009.

What Do We Want to Say?

BACKGROUND

Learning to craft the message we are sending out is important in all aspects of speaking, whether it is a formal presentation, or in casual conversation.

By thinking ahead to determine the message we want to send, we can be prepared to present an idea, or simply answer questions on a topic.

WHAT TO DO

Activity:

The first thing to do is decide what the message is. What do you want the listener to take away from the presentation? Once you have determined your message, then go over six elements of crafting a message.

- Is it as short as possible, but not too short?
- Does it convey your message. Use verbs.
- Write the way you speak
- Be specific – Keep in mind that your audience may not know or understand all your camp lingo. You may have to give explanations.
- Is it relevant? Make it interesting, show your enthusiasm. Share a story or fun anecdote.
- Give the audience information they don't already have or know. Include dates and prices of camps.

Pass out 8 sticky notes per person. One note will need to be an introduction to the topic and one a conclusion. The other six notes will be ideas that fall into the elements listed above. After about 10 minutes, ask the participants to put all of their sticky notes in an order that makes the most sense to them. This may take some time, as they will want to make sure they have the best flow for their presentation. They can rearrange as needed during this time.

Once they have an order for their presentation, the participants have a starting point for writing their speech/presentation.

