



## Speakers for Good

### Introduction to the Program

#### Description

The B1G1 Speakers for Good initiative is a brand new B1G1 program. It's part of the 'Movement Builders' area of B1G1.

It has a dual purpose: to inspire audiences to experience the magic of B1G1 AND to provide a great source of branding and leads for B1G1 Members who speak professionally.

We're really thrilled now to be able to formalise what so many people have wanted.

B1G1 Members can apply to join Speakers for Good and be featured with others in the online Speakers for Good directory. As a part of the program, B1G1 Speakers for Good receive branding, exposure and periodic training under some of the leading speakers in the B1G1 Community. They may also receive invitations to speak via the Speakers for Good Directory.

This initiative is led by a group of B1G1 Members – Tim Wade, Paul Dunn and Steve Pipe.

#### The 3 Main Aims

1. The Speakers for Good initiative is designed to help grow the giving movement by bringing more speakers into B1G1 and help them spread the word on how B1G1 transforms businesses by 'shifting the spirit' of B1G1 Members' businesses around the world.
2. Speakers for Good aims to give speakers additional valuable branding and positioning
3. Speakers for Good aims to create more speaking opportunities for its speakers to inspire others

#### Membership Requirements

The program was announced at B1G1x Australia in August 2019 and is now in its establishment phase.

The current membership requirements for Speakers for Good are:

- Set-up fee – \$200 – to cover once-off costs of setting up your profile
- Monthly contribution – \$20 from Jan 2020 to promote/support the Speakers for Good initiative

- A contribution of 11% or more of each speaking fee earned via your Speakers for Good directory to B1G1 to help grow the movement

## Qualifying Criteria

To become a Speaker for Good, you must:

1. Be a B1G1 Member and:
  - have been part of the B1G1 movement for at least a year
  - given at least 4 times in the past 12 months period
  - given at least \$1,000 to B1G1 projects
2. [In some cases, the requirements in 1 above may be waived with an agreement that the speaker achieves the above criteria within 12 months of becoming a Speaker for Good]
3. Have at least 5 testimonials (e.g. on LinkedIn) for your existing speaking work
4. Have done at least 4 formal speeches in each event category you want to be listed for
5. Have at least 3 event organiser testimonials
6. Have videos of yourself in action and a short “This is me” video recorded straight to camera

## How to Apply and Become Listed

1. All you need do to apply is fill in the application form here: <http://bit.ly/speakersforgood>
2. You will hear from the Speakers for Good Steering Committee whether or not you qualify (please note that the assessment can take 3-4 weeks and the Committee may ask you for additional information).
3. After you’re accepted, you can complete the payment of the set-up fee and get listed on the Speakers for Good directory.

## Your On-going Commitments as a B1G1 Speaker for Good

After you become a Speaker for Good, we ask you to:

1. Contribute 11% or more of any speaker’s fee you earn via your Speakers for Good directory listing to B1G1\*
2. Maintain a consistent giving habit as per the point 1 of the Qualifying Criteria.
3. Be available to do at least one free live presentation and/or one free Web Event presentation each year to help grow the B1G1 Movement
4. Refer assignments you can't help with to other Speakers for Good
5. Include (where possible) a Speakers for Good logo into your speech that’s arranged via the Speakers for Good listing and at least briefly explain it – we’ll suggest wording of various lengths
6. Introduce your event organiser contacts to Speakers for Good – so that Speakers for Good can tell them about other speakers they may want to consider when they need someone other than you to speak

7. Put the Speakers for Good logo in a good position on your website so it is seen as integral to your speaking activities

\* When you successfully obtain paid speaking engagements through enquiries via the Speakers for Good online directory, we ask you to make a voluntary contribution of 11% or more of the speaking fees you earn. You can decide what proportion of this voluntary contribution goes towards the growth of the B1G1 Movement (called the Movement Fund) and what proportion goes to your chosen B1G1 projects as giving. Some speakers give 11% to growing the movement. And they know that they won't see any additional impacts added to their total when they do that, but they are passionate about ensuring B1G1 can grow and scale, and this initiative helps make that happen. We suggest that at least half of your contribution be assigned to help grow the B1G1 movement. But the final number is really up to you.

Speakers for Good is a volunteer-run initiative, with advice and support from the B1G1 team, and none of the volunteers are financially rewarded for their involvement. Your set-up and monthly charges will only be used to cover the costs of setting up and maintaining the online directory and promotional activities. And we hope that you'll strongly resonate with the spirit of giving as you become a part of this special speaker directory, that you'll inspire many others through your speaking work and contribute towards creating a world that really is full of giving

## **What's Included on the Directory ([www.speakersforgood.global](http://www.speakersforgood.global))**

Full profiles of each Speaker, which include:

- Short bio
- Videos – see above
- Topics the speaker can cover
- Type of event the speaker is suited for – keynote / smaller / training / webinar – and experience
- The kind of giving included within each presentation
- CV highlights
- Testimonials from event organisers and event participants
- Link to the speaker's B1G1 impact page – and, optionally, to web page / other bio details

## **Resources Provided for Speakers**

- Speakers for Good logo to use on your own website
- Directory listing
- Guide for how to position Speakers for Good on your website and with event organisers
- Guide for how to mention Speakers for Good in presentations
- Guide for how to link your Speaking to B1G1 giving
- A Facebook group called 'Speakers for Good' – to share ideas, insights and resources
- Occasional training – delivered via Zoom, as well as recorded and uploaded to the Facebook Group for ongoing reference

- Widget that shows the total impact across all Speakers for Good members (this will be implemented in 2020 – and is likely to be at least 8 Million giving impacts by that time)

## Contact Points

- General contact: [speakers@b1g1.com](mailto:speakers@b1g1.com)
- Steve Pipe: [steve@stevepipe.com](mailto:steve@stevepipe.com)
- Tim Wade: [tim@timwade.com](mailto:tim@timwade.com)
- Paul Dunn: [paul@b1g1.com](mailto:paul@b1g1.com)

If you're keen to get involved, we're keen to have you!

Please simply go to the link below and submit all the details you can:

<http://bit.ly/speakersforgood>

We're looking forward to hearing from you.