

Presentation Script for the Recruitment Presentation

The following is a speaker script to be used in conjunction with a brief (5-10 minutes) USPS recruitment presentation that can be displayed in various venues to potential members. The presentation's design goal is to allow its use in any of the following situations:

- Within a public boating course (with laptop and LCD projector)
- At a display booth in a public venue (e.g., boat show) as an unattended slide show
- Presentation to other groups by a presenter using the following script or appropriate alternative presentation messages

This presentation is available in two similar versions. One ("**Recruit-Narrated.PPT**") is fully dubbed using the script that follows. It is designed for automated (unattended) operation. The other ("**Recruit-NoVoice.PPT**") provides the same visuals as the other version, but is not dubbed. This enables a presenter to control the pace of the presentation and to modify the narration to suit specific needs. To further enable flexibility in presenting the material, A third option is to use the dubbed version of the presentation with the audio portion of the program muted. This will enable a presenter to tailor the audio portion of the presentation, but requires attention to insure the slides and verbal messages remain in synchronization. In this way, squadrons may personalize the messages to suit their local needs.

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The purpose of this presentation is to briefly familiarize potential recruits and others to USPS and to describe the benefits and requirements of USPS membership. It is designed to sell USPS and to generate enthusiasm about "what's in it for the individual and his or her family". Key messages are as follows:

- Who we are. Is USPS for you?
- USPS membership: What's in it for you?"
- The opportunities and benefits of USPS membership
- Requirements of USPS membership
- Call to action; where to go/call for more information or to join

An essential element of this presentation is a "call to action" to potential new members. This is a simple, but powerful message: "USPS has so much to offer you and your family. Now it is up to you to take the next step. Here's how to take that next step."

Tips for using the presentation:

1. The CD contains the following materials:
 - the two recruitment presentation versions (see above descriptions)
 - a copy of the Microsoft® Powerpoint Viewer program (current version as of Jan. 2005)
 - this script
2. The presentation was created using Powerpoint 2002 for Windows
3. If the user's PC does not have a copy of MS Powerpoint installed, install the provided Powerpoint Viewer program on the PC used to show the presentation. To install the viewer

software, load the CD into your computer's DVD or CD-ROM drive, copy the viewer program file to a temporary folder on your PC. Then run the program by double-clicking it at the location to which you copied it. It will install itself.

4. To run the viewer, click "Start", then "Programs" and then find the Powerpoint Viewer program in the program list.

5. The Powerpoint presentation itself can be run from either the CD-ROM or it can be copied to your PC's hard drive. In either case, open the appropriate presentation file from the location (CD, DVD or hard drive) you have elected to use.

6. The presentation includes some animation of pictures and text. This animation is known to function correctly when run with Powerpoint 2002 or later. It is possible that earlier versions may execute some animations differently than intended. If this happens, it should not materially affect the slide show. The default presentation mode for the dubbed version (***Recruit-Narrated.PPT***) will advance the slides automatically according to programmed time intervals. This timing is required to keep the audio and visuals in synchronization. The alternative version (***Recruit-NoVoice.PPT***) requires the presenter to manually advance each slide, and additionally, to advance the animation of certain objects within some slides. Experienced Powerpoint users can modify this default behavior as required for the specific situation.

Note: All users are advised to review and rehearse with the chosen presentation version in order to become familiar with its operation and behavior.

Slides 1 (Introduction slide): Boat Safe. Boat Smart. Here's How!

Note to presenter: This title slide depicts various types of recreational boats. The slide addresses the growth in popularity of recreational boating and suggests that there is an organization that can help boaters develop skills to boat safely with confidence.

NOTE: If this presentation is being made during a public boating course, the presenter should first introduce himself or herself, and describe the purpose of the presentation as serving to familiarize the students with USPS.

Script: "Boating is one of the most popular recreational activities in America. Approximately one in every 10 families participates in recreational boating. Whether you are interested in power, paddle or sail, small boats or large, there is an organization that can provide you with the information that you need to do it better and the education that you need to do it safer."

Slide 2: America's Boating Club

Script: "The United States Power Squadrons! We are America's Boating Club- the nation's largest private organization dedicated to making boating safer and more fun through education and public awareness activities."

Slide 3: Join Our Growing Family

Script: “Whatever kind of boating you enjoy, power or sail boating, small boats or large—even paddle boats, and whatever your skill level, there is something for you in USPS.

Slide 4: Benefit From Our Long Experience

Script: “USPS was organized in 1914. That’s more than 90 years ago and since that time, we have been committed to helping boaters like you develop better skills.. We have served the nation both in times of peace and war. We have been recognized for our service by four US presidents. And we recognize that making boating safer requires broad and coordinated effort. So in addition to our own initiatives, we partner extensively with governmental (e.g., US Coast Guard, Coast Guard Auxiliary, NOAA and others) and private (e.g., NASBLA, the Safe Boating Council, Boat/US, and many more) organizations who share our interests in this important task. Ok. That’s enough about us. Let’s talk a little about you.”

Slide 5: USPS and You: Perfect Together

Script: “If you are considering the purchase of your first boat and want to acquire the knowledge and skills to boat safely and confidently, we can help meet your needs. Maybe you already own a boat and would like to sharpen or add to your skills while enjoying the company of others who share your passion for boating. Well, USPS is right for you too. And if you are already a highly experienced mariner, and you would like to share your knowledge and skills with others, then USPS can provide that opportunity. In fact, you don’t even need to own a boat to be a member! In addition to providing boating education, USPS is “family-friendly” group, offering something for everyone in YOUR family.”

Slide 6: What’s In It For You

Script: “There are lots of reasons to consider joining USPS. And by investing just a few minutes of your time now, you will learn that USPS has a world of educational and social opportunities and additional benefits to offer to you and your family.”

Slide 7: Have Fun With Us

Script: “Upon joining USPS, you’ll enjoy associating with fellow members who share your love of boating and have a desire to add to their boating skills. You can participate in on-water activities such as cruises, raft-ups, sailboat races, and practical, yet fun, tests of your charting and navigational skills, and much more. And off the water, you can take part in family oriented picnics, dinner dances, and other social events.”

Slide 8: Learn With Us

Script: “As a USPS member, you’ll gain access to the best boating education available anywhere. Period. USPS instructors teach a rich variety of courses, covering all aspects of boating. Our course topics range from basic boat care and handling to emergency preparedness; from learning how to determine your position on the water to advanced navigation; cruise planning, engine maintenance, marine electronics sailing, understanding weather, and much, much more.”

Slide 9: Learn With Us (2)

Script: “USPS also offers several specialized learning programs as well as many self-study Learning Guides covering topics ranging from using GPS to knot tying; from amateur radio to oceanography; from boat design and construction to navigational astronomy.”

Slide 10: We Are Kid-Friendly

Script: “Do you have children? If so, USPS offers programs designed to teach safe boating skills to young children, and provides them with creative and practical opportunities to learn about boating.”

Slide 11: Serve Your Community With Us

Script: “Part of being a member is giving something back to your community, with the promotion of safe and responsible boating. You can help USPS conduct boating safety courses and educational seminars for the public, or help teach boating safety to children through our Boating Safety for Kids program. You can participate in the USPS Cooperative Charting program that helps to maintain the accuracy of nautical charts issued by the National Oceanic and Atmospheric Administration. the Vessel Safety Examination program, a cooperative program between USPS and the US Coast Guard Auxiliary, You can become certified to perform voluntary safety inspections of others’ recreational boats as part of the Vessel Safety Examination Program To date, tens of thousands of boats have been voluntarily inspected each year under this program, helping countless boaters identify safety items in need of attention.”

Slide 12: Benefits of USPS Membership (1)

Script: “As a USPS member you will also receive a number of tangible benefits that can reduce the cost of your involvement with recreational boating. For instance :
Boat Insurance Discounts : Many insurers extend premium discounts to USPS members. You may qualify for a premium discount of up to 20% or more, based upon

the level of USPS training you have completed. And USPS has a relationship with a national insurance company that provides very competitive rates for an excellent boat policy.”

Slide 13: Benefits of USPS Membership (2) – Towing Discounts

Script: “You can also receive discounted membership with SEA TOW and VESSEL ASSIST towing services.”

Slide 14: “Members Only” Savings

Script: “As you can see, there are many ways that being a USPS member adds up to increase your enjoyment and satisfaction of boating.”

Note: When using the presentation version without recorded narration, the presenter may wish to include additional member benefits available to members. Do not attempt to do so when using the version with the pre-recorded narration as this will result in losing synchronization between the audio and visual portions of the program.

Slide 15: It’s Easy to Join USPS

“To become a USPS member you need to have passed a recognized boating safety course that includes any National Association of State Boating Law Administrators (NASBLA) approved courses. Some examples are:

- USPS safe boating course or USPS Boat Smart course; the America’s Boating Course co-sponsored by USPS and the US Coast Guard Auxiliary; the US Coast Guard Auxiliary boating course; other approved course). If you have already passed any of these approved courses, you already meet the educational requirements for membership.
- You need only be 18 years of age or older
- Submit your dues and application.

Once it’s accepted, you’re in.”

Note: If you will be telling your audience the amount of your dues, it may be helpful to express that amount in monthly terms. E.g., if your annual dues are \$75.00, this is only \$6.25 monthly – a relatively small amount.

Slide 16: Just A Phone Call Or Mouse Click Away

Script: “And when you are, we think you’ll agree that whether you are new to boating or have extensive boating experience, USPS has lots to offer. The best part is that it’s all

there waiting for you to take advantage of it. It's easy to get started. If you are interested in joining our growing family of members or have further questions, please call us at 1-888-FOR-USPS, or visit our web site at www.usps.org".