ELEMENTS OF AN EFFECTIVE INVITATION

KNOW YOUR AUDIENCE

ENGAGE WITH A QUESTION

WHAT IS THE VISION?

WHAT IS THE CHALLENGE?

HOW CAN THEY BE THE HERO?

CALL TO ACTION

ANATOMY OF AN INVITATION

1. GREETINGS AND INTRODUCTION
2. ENGAGE THE QUESTION: WHAT IS THE CHALLENGE? THE VISION?
3. RESPECT, RELATIONSHIP AND INCLUSION
4. CONCRETE EXAMPLES OF MUTUAL BENEFITS AND SOLUTIONS
5. CALL TO TIMELY ACTION
6. CLOSING AND POST SCRIPT