

A tention  
E mpathy  
I nsight  
O ptions  
U You!

**Attention:** 10% of your talk

Start your talk by grabbing attention, try to avoid a long time introducing yourself and go straight in to an opportunity to inspire people or do something different that they might not expect. You can do this by asking people to **imagine** something or **involve** some of the congregation in an activity

**Empathy:** 20% of you talk

The empathy section is where you identify the problem or issue we need to respond to and highlighting that this talk relates to *you*, the person in the pew. Often when we talk about global poverty it is easy for someone to feel it does not relate to them. You need to bring it back down to the individual in the congregation by highlighting how they can relate to this issue. Whether that is done by talking about how they have global neighbours or how the church is not too dissimilar to the churches Tearfund works with. You can illustrate your point by using, facts, opinions, anecdotes and metaphors (**FOAM**)

**So what does God say about this problem/issue?**

**Insight:** 50%

The insight section is where you share Biblical insight on God's response to this issue or problem. Here you will unpack Bible passages to explain what God says on this topic and lead onto how we are called to respond. You can use **FOAM, imagine, involve, film, flipcharts, props, drama, interviews** to illustrate your points. This is where your **STAR (something they always remember)** moment might be. The Insight section should be the majority of your talk to ground your talk and call to action in a Biblical basis.

**Point to Jesus, what would he ask us to do?**

**Options:** 10%

Identify what our options are; what does it look like if we responded to this issue or problem as Jesus asks us to do and what does it look like if we don't. Always focus on the positive but don't neglect to explain the result if we don't respond. In a Tearfund talk this is where we talk about people being transformed materially and spiritually but highlight how many more people we can help on a long-term basis by giving regularly to Tearfund. Use **FOAM** to illustrate this.

**You:** 10%

What are you, the person in the pew, going to do today? This is where we encourage people to respond personally. In a Tearfund talk we want to give everyone the opportunity to respond personally to what they have heard. This is where you ask people to complete forms to receive a Little Book of Growth or to sign up to give regularly. Use **Imagine, Involve** and ask **questions** of the congregation to make your call to action