



Bridge Builder Speaker Guidelines

The purpose of this guidelines sheet is to equip individuals to speak in private or public about the persecuted Church and the ministry of Open Doors.

Ambassadorship

The ministry of Open Doors is trans-denominational and we here embrace the greatness of God by the variety of denominations that adhere to the tenants as stated in the Apostle's Creed. As **an ambassador of Open Doors**, please be considerate of the fact that you represent many denominations when you speak for the Persecuted Church.

Guidelines for Sharing

- ❑ Be careful not to overpoliticize your presentation.
- ❑ Sharing of events should be factual and without exaggeration or highly emotional interpretations.
- ❑ Always give credit to the Lord.

Know and Love Your Audience

- ❑ Know the **gender, age, and geographical representation** of your audience, and speak to it. Acknowledge the blend or uniqueness of attendees.
- ❑ **Pray** for the people who will hear your message and ask God to give you a love for each one of them, as well as for a greater love for persecuted Christians whom you will be helping your audience get to know.
- ❑ **Do your homework** on the topic before you speak. Open Doors can provide you with books and materials on your particular subject.
- ❑ **Learn as much as you can** about what your audience knows about the subject. If they are not familiar with the situation then be careful not to shock them, but open their minds with stories and statistics they will relate to. Sometimes you cannot know what they know until you actually talk with them, which might even be just before you give your message.
- ❑ Most attendees have probably never been intensely persecuted for their faith; they will identify with *you* more than with those who are severely persecuted. Your job will be to **bridge them from the free world into a persecuted one.**
- ❑ **Know where and what your audience has just come from.** The time of day, another workshop, a long week, Sunday School, the beginning of the week—all of these will cause a mindset or mood that affects how they will or will not receive your message.
- ❑ **Genuinely thank the people for listening to you.** On behalf of persecuted Christians who cannot imagine what you gave up to be here tonight, I thank you."

Content of Your Speech

- ❑ **Speak about what you know.** The more directly you relate to your message, the more credibility you will have with your listeners.
- ❑ **Establish your credibility.** Listeners will probably not know your experiences so you will have to establish your own credibility as a voice for the Persecuted Church. If they have never been to a persecuted country or met a person who has suffered for their faith, you will need to establish that you know what you are talking about.
- ❑ **Most people remember the first and last thing a speaker says;** start with a powerful attention-getter; end with a memorable quote or statistic.
- ❑ **Speak with passion** about the subject at hand. Do not be afraid to **evoke emotion**, in fact, you should determine how you plan to stir your audience to a visible and audible reaction.
- ❑ Stick to the allotted time. **Time your presentation** to make sure that it falls within the allotted time frame. A single spaced 8.5 x 11 page generally times out at approximately 3.5 minutes.
- ❑ **Don't bog them down with details.** Details and statistics can sometimes craft the greatest truth that there is indeed serious persecution, but make sure that you do not overdo it.
- ❑ **Make your message be a powerful call to prayer.**

Body Language

- ❑ **Look up and out at the people;** some speakers scan the audience before speaking and use that time of anticipation to grab the listeners' attention. For a 10-minute speech you should not have to refer to your notes unless you are reading a quote or something like that.
- ❑ **Establish good eye contact.** This means that you must know enough of your speech to be able to look into the eyes of the audience when you are telling the story or delivering that last compelling statement.
- ❑ Do a **dress rehearsal**.
- ❑ If you can, use a lapel microphone, a megaphone, or **get as close to the audience as you can.** Check the sound system and how it operates before you step on stage so that you can make it easy for your audience to listen to your words.
- ❑ **Relax and be grateful** for the opportunity to share the information and facts about persecuted Christians in North Korea.