



NATIONAL
SPEECH AND DEBATE
EDUCATION DAY
MARCH 5, 2021

2021 TEAM TOOLKIT

Everything you need to be successful in celebrating and promoting National Speech and Debate Education Day 2021.

www.SpeechAndDebateDay.org

WE ARE SPEECH & DEBATE.



    [#WeAreSpeechAndDebate](https://www.instagram.com/wearespeechanddebate)

IN APPRECIATION!

Thank you for signing up to play an active role in National Speech and Debate Education Day 2021. March 5 is a special day for all of us in the speech and debate community. It's a day dedicated to celebrating speech and debate educators, inspiring students, and transforming the leaders of tomorrow. *We can't wait to celebrate with you on March 5!*

How you celebrate National Speech and Debate Education Day is entirely up to you, but as a part of signing up to participate, we'll share some ideas for you to celebrate and promote the day. In this packet, you'll find a number of resources to help you plan an incredible celebration, like:

- A timeline to help guide your planning process
- Ideas for ways you can celebrate in your classroom or at a tournament
- Posters, social media graphics, and other materials you can use to raise awareness about the day
- Speech and debate stickers to share with your students and community members.
- Resources to promote National Speech and Debate Education Day outside the walls of your classroom

We have even more materials available online to download for free at www.SpeechAndDebateDay.org. You can access editable press releases and letter templates, as well as guides to starting a social media account for your team or pitching a story to your local media outlets. Or, find more posters and graphics to download and print!

While you plan for National Speech and Debate Education Day at your school, our team is busy working to get a bipartisan national proclamation passed for March 5, 2021.

Thank you for participating in speech and debate. We know how this activity can change lives. We are thrilled to have a day dedicated to celebrating you, your team, and all you put into speech and debate. We can't wait to hear your voice celebrating on March 5, 2021!

Sincerely,



J. Scott Wunn
Executive Director



WE ARE
SPEECH & DEBATE.

PREP TIMELINE

We have outlined some suggested steps below which will assist you in the development of your participation plans for National Speech and Debate Education (NSDE) Day. Get others involved now so that you can make plans for a great celebration!

JANUARY / EARLY FEBRUARY

START PLANNING



Now is the time to start brainstorming how you want to celebrate and promote NSDE Day.

IDEAS FOR PLANNING:

- Choose an NSDE Day Captain or Planning Committee.
- Discuss ideas for celebrating and promoting NSDE Day at your school. See the next page of this toolkit for ideas!
- Review NSDE Day materials at www.SpeechAndDebateDay.org to determine what additional resources will be necessary for your celebration.

COORDINATE PLANS



Determine how you are going to promote and celebrate NSDE Day.

IDEAS FOR PLANNING:

- Find out when the next School Board/ City Council meeting is being held so you can propose a resolution. You can use the template on www.SpeechAndDebateDay.org or write your own!
- Plan to hold an event at your school.
- Set fundraising goals.
- Order merchandise from the Speech and Debate Store at www.speechanddebate.org/store
- Find ways to make an announcement in school publications, announcements, websites, and other sources!

MID-FEBRUARY

FINALIZE DETAILS



NSDE Day is right around the corner! Use the last few weeks of the month to finalize details.

IDEAS TO PROMOTE:

- Write articles for local and school publications emphasizing the importance of speech and debate.
- Write thank you letters to educators, coaches, administrators, and other speech and debate supporters.
- Customize the Press Release template available online to send to your local media outlets.
- Plan to use NSDE Day posters, graphics, and other materials around your school.

MARCH 5

CELEBRATE!!



Use your voice to celebrate speech and debate at your school and across your community.

IDEAS TO PROMOTE:

- Share your story! Tell us how speech and debate has impacted your life on social media by using the hashtag [#WeAreSpeechAndDebate](https://twitter.com/WeAreSpeechAndDebate).
- Celebrate at your school by hanging posters or holding your event!
- Show us what you're doing to celebrate the day by tagging us [@speechanddebate](https://twitter.com/speechanddebate).
- **HAVE FUN!**

Additional free resources, including posters, fundraising tips, templates, and more are available at www.SpeechAndDebateDay.org.

CELEBRATION IDEAS

NATIONAL SPEECH AND DEBATE EDUCATION DAY — MARCH 5, 2021

There are many ways your team can celebrate National Speech and Debate Education Day! We've outlined some ideas for your team to make this day extra special below, but how you celebrate this day is totally up to you!



Get a **LOCAL RESOLUTION** passed in your community declaring March 6, 2020, as National Speech and Debate Education Day. Find our template online at www.SpeechAndDebateDay.org.



Tell us how speech and debate has benefited you by **SHARING YOUR STORY** with us. Visit www.SpeechAndDebateDay.org and your story may be used in future NSDA materials!



TELL YOUR FRIENDS how speech and debate has impacted your life, as well as your team. Use **#WeAreSpeechAndDebate** on social media and encourage your friends to post!



WRITE AN ARTICLE about the benefits of speech and debate for your local newspaper and/or school publication. Check out our speech and debate fact sheet online at www.SpeechAndDebateDay.org.



MAKE AN ANNOUNCEMENT about National Speech and Debate Education Day during your school's announcements!



Hold a **ZOOM EVENT** featuring your team and the benefits of speech and debate activities.



Send a **PRESS RELEASE** to your local media using our free template on www.SpeechAndDebateDay.org. Talk with local media to have you or your team interviewed or featured.



Use the day to **FUNDRAISE** for your team using our latest fundraising guide from Edco!



WRITE A LETTER to your principal or administrator thanking them for supporting speech and debate.



Post National Speech and Debate Education Day **FLYERS AND POSTERS** around your school.



Wear **T-SHIRTS, PINS, OR BUTTONS** from the NSDA store at www.speechanddebate.org/store.



Retweet, like, and share items posted on **SOCIAL MEDIA** from the National Speech & Debate Association.

RESOURCES FOR YOU

Visit www.SpeechAndDebateDay.org to find free downloads!

- 📄 Social media graphics
- 📄 Press release template
- 📄 Fundraising guide
- 📄 Help on setting up social media accounts
- 📄 Printable posters
- 📄 Media pitch toolkit
- 📄 Fact sheet on the benefits of speech and debate
- 📄 And more!
- 📄 Thank You Grams
- 📄 Celebratory resolution template

LOGOS:



Download to use in various promotions and materials!



CELEBRATING EDUCATORS

INSPIRING STUDENTS

TRANSFORMING TOMORROW



NATIONAL
SPEECH
AND DEBATE
EDUCATION DAY



MARCH 5, 2021

#WEARE SPEECHANDDEBATE
www.SpeechAndDebateDay.org



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2021 TEAM TOOLKIT

FREQUENTLY ASKED QUESTIONS

1 What are easy things teams can do to promote NSDE Day?

Hang up posters in classrooms and hallways and show your speech and debate pride!

2 Where can teams download logos, graphics, templates, and other resources?

Download them at www.SpeechAndDebateDay.org.

3 How can teams receive further information about NSDE Day?

Everything is available at www.SpeechAndDebateDay.org. In addition, emails providing updates and highlighting materials will be sent to participating teams before March 6. You can sign up for these emails online! If you have more questions, email info@speechanddebate.org or give us a call at (920) 748-6206.

4 What if a team is hosting a tournament on March 5?

Hang National Speech and Debate Education Day flyers and posters! Celebrate all competitors by incorporating the day into your opening speech or awards ceremony. Show your speech and debate spirit by purchasing buttons, stickers, pins, or T-shirts for students running the tournament from the NSDA store at www.speechanddebate.org/store.

5 What if a team is attending a tournament on March 5?

Celebrate every student who attends the tournament! After all, competing in speech and debate is what NSDE Day is all about! Consider purchasing buttons or pins from the NSDA store at www.speechanddebate.org/store for students to show their spirit.

6 How can teams promote their team and NSDE Day to their school board, school administrators, and city councils?

Download our sample resolution and present it to see if they would declare March 6, 2020, as Speech and Debate Education Day. See if they will include you in one of their meetings prior to March 6 to promote the signed resolution. Get in touch with them soon and get on their radar!

7 What should teams and individuals do with social media, before and on March 5?

- Follow us @speechanddebate on Twitter, Instagram, and Facebook.
- Promote National Speech and Debate Education Day on your own social media using free social media graphics available at www.SpeechAndDebateDay.org.
- Use our profile frame on Facebook.
- Take photos of you and your team celebrating and post them with #WeAreSpeechAndDebate.
- Encourage your teammates to share reasons speech and debate are important to them using #WeAreSpeechAndDebate.
- Retweet, like, and share posts from the NSDA.

8 When should teams start preparing prior to March 5?

As soon as you can! See our Prep Timeline on Page 3 of this toolkit for ideas.

9 What steps can a team take to promote their team and NSDE Day to their local media outlets?

Start by developing a short list of reporters and editors from local media outlets to approach. From there, contact each via email or phone using the steps and ideas outlined on our media pitch toolkit sheet at www.SpeechAndDebateDay.org. You can also download a press release template!

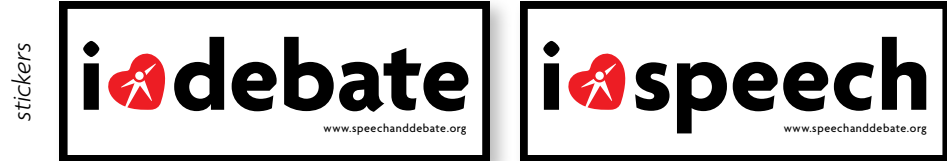


Additional free resources, including posters, fundraising tips, templates, and more are available at www.SpeechAndDebateDay.org.

MERCHANDISE

Celebrate with speech and debate merchandise! Visit: www.speechanddebate.org/store

The National Speech & Debate Association's online store is full of items to help celebrate and promote the activity of speech and debate. Below are just a few of the items available.



These items and many more are available for purchase at:
www.speechanddebate.org/store

Additional free resources, including posters, fundraising tips, templates, and more are available at www.SpeechAndDebateDay.org.

SHARE YOUR STORY

Speech and debate changes lives! From building confidence and improving communication and research skills to improving grades and making lifelong friends, everyone has a great story of how speech and debate has impacted them. One of the best ways to celebrate National Speech and Debate Education Day is to share that story!

IT'S EASY! Here's what you can do on National Speech and Debate Education Day on March 6.

- 1 TELL US YOUR SPEECH AND DEBATE STORY!** However speech and debate has benefited you, we want to hear it. Visit www.SpeechAndDebateDay.org to submit your story, and we may use it to help promote speech and debate nationwide!
- 2 TELL YOUR FRIENDS!** Use your personal or team pages on social media to share how speech and debate has impacted you. Make sure to use #WeAreSpeechAndDebate and to tag us!



SPEECH AND DEBATE HAS HONESTLY CHANGED MY ENTIRE LIFE. I WAS ACTUALLY MUTE WHEN I WAS YOUNGER AND SPEAKING OUT TERRIFIED ME. AND I WAS TOLD TO JOIN SPEECH AND DEBATE.

KIMBERLY LEE
Summit High School, New Jersey
2018 Dramatic Interpretation champion



"I love speech and debate because it gives me a place where I have a family. It gives me opportunities that I wouldn't have had without the way the program has shaped me."

– Emily Dennerly



"I love speech and debate because it taught me to speak up about what matters, while retaining that eloquence and confidence even when there isn't the heat of competition."

– Caitlin Marsch



"I love speech and debate because it gives me an opportunity to meet new friends, learn more about myself, and get more involved in my community."

– Juliet Geffre



"I love speech and debate because it gives me the opportunity to express myself in a way no other extracurricular activity does."

– Ragina Macias

Additional free resources, including posters, fundraising tips, templates, and more are available at www.SpeechAndDebateDay.org.

NATIONAL SPEECH & DEBATE ASSOCIATION



NATIONAL SPEECH AND DEBATE EDUCATION DAY



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PHONE
(920) 748-6206



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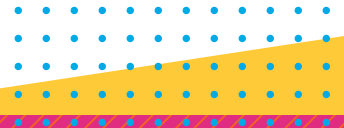
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WE ARE SPEECH & DEBATE.

