

VIRTUAL MASTERCLASS SCRIPT AND TIPS

SCRIPT

Welcome

Hi everyone, and welcome to my Virtual Masterclass on **[Insert Topic]**.

My name is **[Insert Name]**, and during this Masterclass I am going to show you how to **[Insert Description of Topic]**.

[Insert brief comment about yourself and how you have developed or used these skills – and why they might be useful to others eg. For the last 25 years I've worked as a photographer and took thousands of images. Knowing how to frame your pictures to get the right light and composition can make a big difference to the final result. Today I'll teach you several new skills to really improve your photographs. So welcome and thank you for signing up for my class today].

Before I begin, I just want to briefly mention why I am doing this. This Virtual Masterclass is an opportunity for you, and for me, together, to help people living in poverty hang on to hope. Right now, people all over the world are struggling, and I wanted to do something to help.

So, if you learn something from this Masterclass or want to join me in helping people experiencing hardship here in the UK and overseas then please make a donation to ADRA through my fundraising page: at **[Insert Fundraising Page Link]**.

You can do it now, at the end or at anytime throughout the Masterclass. I'll probably mention it a few times as we go.

Orientation

Before I get started I just want to pass on some brief instructions to make our time as enjoyable and useful as possible.

1. Firstly, if you are watching this live and have questions – feel free to add them using the chat feature on your screen. If you're watching this later, please check the comments section for extra tips.
2. **[ADD any warnings of safety here if applicable]**.
3. **[ADD any platform instructions here]**.

4. Lastly, please remember what this Virtual Masterclass is really all about – yes it's about learning something new, but more than that it's our chance to help people experiencing hardship and changing their lives.

Gloria's Story (to be used towards the beginning of the event)

Before we start I want to share a story with you. It's the true story of a woman called Gloria – and it's people like her you are helping tonight.

Farmers are some of Ghana's hardest working individuals, and often work very hard but with little or not enough shown for their efforts. A widow, with four daughters, Gloria provides for her family through growing and harvesting on 12 acres of cashew nut trees - left to her by her husband. But growing Cashews for profit and not just survival is hard. It requires spending money on organic fertilizer and insecticides not to mention the weeding. Harvesting is laborious and labourers are expensive.

Through the ADRA BAAT programme, farmers like Gloria are trained in methods that will enable them to increase their crop yields by 30%! Now Gloria sees a future for her family that will help them for generations to come.

Like Gloria, there are not just many other farmers in other countries, but everyday women and men like you and I whose stories are real, and it's these people that your support tonight will help.

So please give by making a donation to ADRA through my fundraising page: [\[Insert Fundraising Page Link\]](#).

Thank you.

Calls to Action (to be used appropriately throughout the event)

1. Did you know ADRA supported 73 Community hubs right here in the UK over the last year? The funds we raise tonight will also help people here in the UK like mothers and babies who cannot access some of the most basic necessities. Just £20 can help. Give online now at my fundraising page: [\[Insert Fundraising Page Link\]](#).
2. Remember Gloria? Hardworking women and men like her need a helping hand to lift them out of poverty and enable them to support themselves in the future. Tonight, you can ensure that people get the helping hand they need to support themselves and their families all over the world. Please open a new tab and give now at my fundraising page: [\[Insert Fundraising Page Link\]](#).

3. If you're having fun tonight, why not show your thanks to ADRA who have helped make this event happen, by making a donation right now at my fundraising page: [\[Insert Fundraising Page Link\]](#). Your gift – big or small – will ensure people experiencing hardship will get the help they need.
4. I know many of you have already made a gift to ADRA tonight – thank you! If you haven't, it's not too late. At anytime tonight you can give online at [\[Insert Fundraising Page Link\]](#). Your gift will help others like Gloria change their lives despite the hardships they face. Thank you!

Thank you and Good bye

And that's it.

I really hope you've learned something new during this Masterclass. Don't forget to use these new tips yourself as soon as possible – the quicker and more often you do, the more it will become a natural skill.

And while you're here why not check out some of the other Virtual Fundraising some of your friends and family might be doing or get involved in fundraising yourself! Check out the fundraising materials at <https://adra.org.uk/get-involved/fundraising/>. Getting involved has helped and will continue to help people like Gloria.

If you haven't already, I'd love it if you could donate now at [\[Insert Fundraising Page Link\]](#) to help people experiencing hardship and 'together' we can make a change.

Thank you and good bye.

TIPS

A few tips to help make your live virtual masterclass run seamlessly:

1. Have a purpose.

It's not a chance to get on and ramble for no reason. What is your purpose for doing it? What do you want to achieve? Who do you want to talk to? Knowing your audience is essential so that you can deliver content they will want to tune into. You don't want to go to all of this effort to not have anyone show up.

2. Keep it engaging.

Ideally, have two people on screen to bounce off of each other (and fill in when someone goes blank). Talent really need to dial up the charisma – the screen dulls this so it definitely needs to be dialled up. Make sure they move naturally and are enthusiastic. People want to watch talent that make them feel good, not like it's just another Zoom meeting (they've already had dozens of those this week).

3. Plan it all out!

Map out run order, timing, what you want to cover and REHEARSE. In the rehearsal (ALWAYS DO A REHEARSAL) monitor chemistry, timings, and flow alongside picture and sound. Keep timing tight. There's no set time amount it should be – only create content that is worth sharing. If that's 5 minutes, 15, or 45, great. But don't talk for 45 minutes when it really can be covered in 15.

4. Use a good camera.

Whether it is your iphone, ipad or other, newer phones and tablets have great cameras and should be good enough to stream. If you don't have one see if you can borrow one or perhaps think about organising another event.

5. Check the sound.

You need the sound to be good and make sure that everyone can hear you. Research shows people will put up with a loss of picture longer than they will sound. When you practice make sure that you are speaking loud enough or invest in a good quality lapel mic to get clear sound.

6. Engage with the audience.

Ask the audience questions and encourage them to participate and use the chat box if that functionality exists. Look at the camera like you're talking directly to someone, like they're in front of you. Sometimes it helps to use a conferencing system where you can see your attendees so you actually feel like you're talking to someone.

7. Mute all upon entry.

If the function exists you can 'Mute all upon entry' to make sure you can start when you're ready and there are no distractions from your class. You can

unmute them at the end if you want to take some questions but really these can all be done in the chat bar. Also enable the waiting room so you can let the callers in when you're ready rather than having them seeing you making that last minute fix of your make-up or hair.

8. Get good internet and test it.

Choppy internet can be a real pain and during your class is no time for it to cut out. It's an added frustration you don't need. If you've had a drop in the internet before get a back up option! Hot spotting on your phone can work, but it should ideally be a back up.

9. Consider investing in a few bits of equipment to help run everything as smoothly as possible.

If our tablet is prone to falling over, or you're balancing your camera on a stack of books why not consider investing in a stand or tripod. You can still use these items after your event.

10. Have fun.

Your viewers are at home and and have probably had a lot of video calls lately – so don't make this one another boring one. Try to replicate the experience they'd have if they were with you whether at a garage, garden, restaurant, experience, event, hotel etc.

11. Be prepared for stuff ups or technical challenges.

You've just spent ages setting up your perfect space and rehearsed, there is four minutes until the live session starts. Suddenly a huge stream of sunlight comes blaring through the window across your face which completely throws off the picture. In three *highly stressful* minutes, you move your set across the room and then began the call on time. No one in your audience has a clue. **Have contingency plans for everything:** internet cuts out, audio cuts out, iPad falls over, your mind goes blank. Anything is possible. It doesn't have to be perfect! But make it flow.

12. Choose you platform wisely.

Do thorough research on the streaming platforms available to you and which one will be best to use for your event. Before you decide on an off the shelf tech platform for your virtual event, pay close attention to your users and the devices that they are most likely to be using such as phones or tablets. Remember privacy and data security are important: Make sure you understand how your chosen platforms meet your security, GDPR and data requirements.

Take note of your audience too, for younger generations social media streaming might be better than using Microsoft teams.

13. Remind people it's happening.

There are many virtual meetings and events happening right now so it's easy for people to forget they've signed up for another one. Remind people repeatedly and don't take attendance for granted. Remember to follow up after your event to thank your attendees, let them know how much they raised and perhaps even ask for some feedback.