

Making a Call to Action

Before you watch

A

Discuss the questions with a partner and then share your answers with the class.

1. Which of these statements might persuade you to take action? Why or why not?
 - a. Many families are struggling to get food on the table. Donate to your local food bank and help families stay strong and healthy.
 - b. Stop complaining and start voting. Don't forget to vote on election day.
 - c. The Finance-U podcast is really good. Subscribe to the Finance-U Podcast and get your money's worth.
2. Are you able to get other people to change their behaviour in some way? In what situations have you needed to get other people to change a habit or an action? How did you get them to change?

Video

A

Watch the video and choose True (T) or False (F).

1. A call to action is a persuasive technique used at the beginning of a speech. T F
2. People are more likely to do something if you tell them clearly and directly what to do. T F
3. An audience won't take action unless they understand why it's a good idea for them to do it. T F
4. A call to action usually tells the audience what to do, but not when to do it. T F
5. A good call to action has words that are easy to remember. T F
6. The call to action is the one idea you want your audience to remember the most. T F

B

Watch the video again. Complete the sentences with the correct option.

energized

fired

make it about

recall

weak request

1. John's speech was persuasive, but his call to action at the end was just a _____ to volunteer if anyone had time.
2. The speaker talked about her successful arts program, but she didn't _____ the audience and tell them why it was good for their children.
3. The speaker _____ up the emotions of the audience to get them to act.
4. The speaker ended the speech with a phrase that was easy to _____: *Plant Trees Please!*
5. As Lisa reached the close of her speech, she _____ her audience with a call to action: "Just go for it!"

C

Match the call to action (1-5) with the tip (a-e).

1. ___ Go vote and say yes to funding a new school.
 2. ___ Be the first to apply for the scholarship. Apply online right away.
 3. ___ Remember the three Rs: Recycle, reuse, reclaim!
 4. ___ We are all on a path to a good future when you support the new bike paths for our community.
- a. Make the call to action memorable.
 - b. Make the action clear and direct.
 - c. Tell the audience to act now.
 - d. Make the action about the audience.

Digital skills focus

A

Complete the tip for finding out how effective your call to action was in your online talk. Choose the correct option.

anonymous fired up persuasive poll taking action willing

Use before and after polls to find out how **1** _____ your online talk is. Prepare a **2** _____ with three questions and ask participants to answer the poll before the talk. For example, prepare a poll to find out the level of comfort in **3** _____.

Would you ...

- *write a letter in favor of this topic to a person in authority?* *Not likely* *Somewhat likely* *Likely*
- *donate money in favor of this topic?* *Not likely* *Somewhat likely* *Likely*
- *volunteer your time in favor of this topic?* *Not likely* *Somewhat likely* *Likely*

If you have **4** _____ your audience, they may be more **5** _____ to act. Find out by conducting another poll at the end. Display the results of both polls at the end. Show your audience what everyone is thinking. Make sure you set the polls to be **6** _____.

Language focus

A

Complete the call to action at the end of a talk with the words in the box.

call to action	command	fired up	make it	memorable
persuasive	power up	see why	weak request	

Ted: We need to end our talk with a strong **1** _____ if we want people to support the new theatre.

Celia: Hmm. We could say something like, "Our new theatre needs your support. Read about our theatre season and classes at our website."

Ted: That's seems like a **2** _____. Let's try something more **3** _____.

Celia: Like a **4** _____? How about, "Buy your tickets today for all four shows and get a discount"? People love to save money.

Ted: That might work, but they need to **5** _____ theatre is worth supporting.

Celia: **6** _____ about them. Theatre is interactive and builds social skills in children. Children love putting on shows.

Ted: Great! I can get them **7** _____ about social skills for kids ...

Celia: ... and language arts skills like reading and music skills ...

Ted: Now we just need a slogan to make this **8** _____. *Enroll your children today ...*

Celia: Oh, I know! There's a role for you to play. Enroll your kids today!

Ted: Hey, that's great! I think that might **9** _____ our audience!

B

Complete the phrases with the words in the box.

easy	reach	state	tell	take
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- _____ a command
- _____ action immediately
- _____ them why
- _____ to recall
- _____ the close

C

Discuss in pairs or groups. Read the situation in which you will need to deliver a speech. Think of two ways to fire up an audience with a call to action at the end.

persuasive technique call for an immediate action anonymous poll
make it about the audience call for a memorable action

You are giving a speech to a high-school's parents and administration about girl sports. You feel girls should be encouraged to play more team sports. They learn valuable social skills and leadership skills, which they will use throughout life. The high school has a large sports program for the boys including football, cricket, basketball, and wrestling, but the girls have only a small football league and a dance program. Persuade the parents to pressure the school council to allocate more money and coaches for the girls' program. They need to act now while the budget is being negotiated for the next year.

Digital communicative task**A**

Prepare an outline and visuals for a short talk on a topic.

- Use the situation in Language Focus C or select your own topic. Prepare a short, persuasive speech.
- Do some research to find background information about the topic. For example, look for information about the current sports programs for girls in your country.
- Use a call to action at the end of your speech.
- Prepare any visuals that will support your call to action.

B

Give your talk and ask your audience for feedback on how well you persuaded them to act. Record your talk and watch the video. Reflect on the progress you made from your rehearsal to your talk.