




BOXING UP: A PLANNING TOOL

MY EXAMPLE FOR DEMONSTRATION

SECTION	CONTENT	PURPOSE
 <p>HOOK</p>	<ul style="list-style-type: none"> • <i>Immediate grab</i>: 3 quiz questions • <i>Anecdote</i> – describe a typical scene when I log on for quiz night each week. Include some specific descriptive details to paint a clear picture, e.g. what some of us are doing/talking about. • <i>Clarify key message</i> – laughter is the best medicine for me, that’s what I get from this group of friends and that is what has helped me through lockdown, more than anything else. 	<p>To grab attention</p>
 <p>WHY DOES THIS COMMUNITY MATTER?</p>	<p><i>Why does this community matter (to me/on a broader scale)?</i></p> <ul style="list-style-type: none"> • Friends for a long time (15 years) • Shared history, shared memories, shared interests <p><i>What are some specific examples of this?</i></p> <ul style="list-style-type: none"> • We’ve been flatmates, holiday pals, bridesmaids and best men, confidants <p><i>How has your experience of this community changed during lockdown? What do you miss about the way it was before?</i></p> <ul style="list-style-type: none"> • Friendships during lockdown require a different approach. When we can’t be physically in each other’s company, how can we compensate? How can we still connect? 	<p>To inform, inspire and persuade</p>
 <p>WHAT DO I GIVE TO THIS COMMUNITY? WHAT DOES THIS COMMUNITY GIVE TO ME?</p>	<p><i>What has your role been? What have you given to this community?</i></p> <ul style="list-style-type: none"> • My role has changed: before always left it to others to organise get togethers, now I have become a leader. • Sense of purpose, pride and joy in bringing people together. <p><i>What have you gained? What has this community or your role within it given to you?</i></p> <ul style="list-style-type: none"> • Consistent creative fun each week • A forum for entertainment, talking honestly and openly, sharing worries and making each other laugh. • Feel healthier, brighter, more relaxed, more energised. 	<p>To inform, inspire and persuade</p>



**REFLECTIONS/LESSONS
LEARNED FOR A
POST LOCKDOWN
FUTURE**

What have I learnt?

- *Maintaining connection makes me feel grounded, positive and most at one with myself.*

What will I take from this experience, looking forward?

- *Friendships require consistent effort and discipline*
- *You need to invest in them*
- *Laughter in times of hardship creates even stronger bonds*
- *Our personal connections and emotional relationships with people may come out of this stronger.*

What is the key message I want to hammer home?

How can I pack a punch to close?

- *Friendships really matter – how will you show your friends that they matter to you?*

To leave your audience thinking

To clarify your message

Possibly, to spur them to action