

The Colonial Williamsburg Foundation
The Advocates Guide to *The Idea of America*™

Thank you for being an advocate of Colonial Williamsburg's The Idea of America program and for introducing us to others.

To connect with your community group, local school or district, and friends, we suggest you use this guide. You may wish to print a copy of it to use as a checklist:

1. Familiarize yourself with *The Idea of America* content at colonialwilliamsburg.org/ideaofamerica. A wealth of detail about the program is available there.
2. Set up a conversation with your community group or school representative to share program information. Decide on a date, time, and location.
3. Before using any included videos, TEST that you are able to play them on the system you are using. You will need an internet connection, computer, screen, projector and speakers. (You may need to download the Flash player from get.adobe.com/flashplayer.)
4. Print a copy of the program description handout PDF for each attendee. Familiarize yourself with its content.
5. Practice your presentation in front of person(s) who will give you feedback on your timing, content, and clarity.
6. You may wish to use this schedule as a starting point in preparing your presentation. This plan is designed to be no longer than 30 minutes:
 - a. 5 minutes introduction about yourself and your relationship with Colonial Williamsburg
 - b. 10 minutes about your interest in the program and why it is important
 - c. 5-6 minutes to show the video introduction
 - d. 10 minutes to review highlights of the program using the handout and solicit questions, pointing out the resources listed on the handout for more information
7. Email a Colonial Williamsburg education outreach specialist at cwfeducation@cwf.org, and provide the following information:
 - a. Your name, address, phone number and email address
 - b. Name, address, phone number and email of organization you have contacted
 - c. Name of your contact at Colonial Williamsburg if you have worked with one

A specialist will follow up with you and/or the organization's representative. The specialist can guide you in describing the cost structure for this program.

8. After the presentation, contact us and let us know your audience's response to the program.

Thank you for being a Colonial Williamsburg Advocate!