

# Beyond the Budget



by Brandon Jubar

Creative ways you CAN afford  
to book the best speakers for  
your young people!

Future Self Solutions LLC

BrandonJubar.com

Brandon@brandonjubar.com

1(540)273-0777

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## **If you are a Conference Planner, School Administrator, or Event Decision-Maker, then this eBook is for YOU!**

If your organization is like most others these days, money is tight. As a decision-maker, you struggle to balance quality with cost when planning your programming; and nothing can be more difficult than achieving that balance when selecting speakers for your events!

Unfortunately, it's more and more common for people in your position to simply resign themselves to the idea that they can no longer afford to bring in talented people to speak to their youth. And when I say "speak," I don't just mean giving a "talk." Anybody can give a "talk" to young people. But only a select few can provide the kind of transformative experience that your young people have when you bring in a truly excellent youth speaker to present to them.

Well, I'm here to tell you that there are ways of working beyond your budget to bring in some truly incredible speakers and give your young people the life-changing experiences they deserve.

In the pages that follow, I'll describe a number of ways that you can make it more affordable to work with me. You may have used some of these scenarios before and other youth speakers may be willing to work with some or all of them. However, I am absolutely willing to work with you using any of the ideas explained in this eBook.

So spend a few minutes reading through the ideas that follow and then contact me using the information at the end. I truly want to work with you to give your young people an experience they won't forget at a price that won't bust your budget!

Sincerely,

Brandon Jubar

# Split the Check!

It's fairly common to have a youth speaker available for an entire day for a single booking. For example, my fee includes a 45 – 60 minute keynote presentation and a 60 – 90 minute workshop for a smaller group, provided that one is done in the morning and one in the afternoon. If two separate groups are interested in having me speak on the same day, then I can do a keynote for one in the morning and the same keynote for the other in the afternoon. The fee will be slightly higher in total because I'd be giving two keynotes but you'll split that cost with the other group. And because my fees include travel and lodging, you'll automatically be splitting those costs too!

It's truly a WIN-WIN scenario for each group!

On the other hand, it's important to think about the fact that this scenario would not allow me to do anything else with your group, such as conducting a leadership workshop with your Student Council.

## How to Make it Work:

- If you haven't booked your date, contact me to see if it's available. (Provided that it's more than 4 months away, I can usually hold the date for at least a couple of weeks.)
- Contact other schools or organizations in your area, talk to them about having me present to their young people and splitting the cost. (Send them to my website to watch my demo video and learn more about me.)
- Once you have a commitment from another school or organization, get back in touch with me for a final quote. (This will also lock-in the date!)

**NOTE:** Keep in mind that this all needs to be coordinated properly and the logistics have to be realistic. It's unlikely that I'll be willing to present at one location in the morning and then drive 4 hours to present at another location in the afternoon. I'm only human after all!

# Let's Go Clubbing!

Whether you're looking to book a youth speaker for your school or other organization, don't forget that there are often plenty of clubs on campus that are also looking for excellent programming for their members. Many of these clubs conduct their own fund raising and actually have their own budgets, separate from the school's overall budget. Sounds like an awesome opportunity to pool resources for the benefit of your young people!

## How to Make it Work:

- Contact me to determine the potential cost and logistics of presenting a keynote and some workshops. (I can lead an additional workshop in lieu of a keynote but you'll get less "bang for your buck.")
- Contact one or more clubs that might be interested and explain the proposition of pooling your funds to bring in a top-notch speaker. In the most common scenario, the school would get a keynote and at least a couple of clubs or student organizations could have individual workshops for smaller groups.
- If you can coordinate it around an early release day, I can present an all-school keynote in the morning and then spend the afternoon with your clubs and other student organizations.

**NOTE:** In case you're having trouble thinking of clubs or student organizations that might be good candidates, here are a few to check out: 4H, BPA, DECA, FBLA, FCCLA, FFA, and Key Club. There are probably many more but the critical thing is that the club must actually do their own fundraising. If they tap the same school budget as you, then there's no monetary advantage to "clubbing" with them!

# Batch Scheduling Bliss!

Scheduling multiple events in the same locale on adjacent days is generally something that youth speakers love to do! It's not only cost-effective but also time-efficient because travel to a remote location, especially by plane, can eat up 1 – 2 days. And those days of travel are days that we can't spend speaking (and earning a living). So when you can work with other schools and organizations to book a youth speaker on consecutive days in the same general vicinity, then everyone wins!

For my part, I can offer nice discounts to each school or organization, which includes splitting the cost of my travel and lodging! WIN-WIN-WIN!

## How to Make it Work:

- Contact me to determine if I'm already booked to speak in your area. (If a speaker's schedule is available online, then you can check that first.)
- If I'll be in your area, we'll determine if an adjacent day is available. (If I have to change travel plans, any fees for doing so will be included in the final batch scheduling quote that I provide.)
- Select a single point of contact who can work with me on behalf of all participating schools or organizations. (If this can't be done, then the administrative burden on me increases... and so may the cost.)
- Consider some of the other tips in this eBook, like working with outside organizations, and get some of them involved too. Generally speaking, the bigger the batch scheduling, the bigger the discount a speaker can offer!

**NOTE:** Keep in mind that the reason many speakers can offer discounts for batch scheduling is because it's valuable to them. So make sure that whatever you propose isn't actually *more* difficult for the speaker to provide!

# Get “Organized!”

Much like the clubs within a school, there are often lots of local chapters of clubs and organizations in your surrounding community that help young people as part of their mission. These groups conduct their own fund raising but will often be willing to help you in your fund raising efforts, combine their funds with yours to share in the expenses of hiring me (see [Split the Check](#) and [Batch Scheduling Bliss](#)), or simply donate funds to help defray your costs.

There are also local chapters of clubs and organizations that don't necessarily include supporting young people as a core part of their mission, yet they are happy to do so if presented with the opportunity.

Some organizations to contact are local chapters of The American Legion, Kiwanis, Rotary, Veterans of Foreign Wars (VFW), and the Fraternal Order of the Eagle (FOE). Likewise, you can check with local chapters of workers Unions, who are very supportive of efforts to improve opportunities for young people in the community and encourage their increased success.

## How to Make it Work:

- Create a list of local chapters of clubs and organizations in your community and find out when they meet (usually once or twice a month).
- Reach out to the leadership of the groups you've identified and ask to get on their agenda to make your pitch. Make sure to ask if they prefer you to present only to their leadership or to the membership at large.
- Make sure that you can clearly articulate the value of bringing me in to do your event and, if applicable, how it meets their mission as well as yours.
- Whether it's me or another speaker, use any available promotional materials to create interest and, hopefully, a bit of excitement too!

**NOTE:** Don't assume that an organization will happily hand over money just because you need it. Be prepared to explain to them the value the event will bring to the young people of your community!

# Pitch In!

Depending upon what you negotiate with your speaker, there might be other opportunities to save money. My fees are generally all-inclusive (travel, lodging and other expenses are built into the quote) but event that can be negotiated if you have the ability to reduce or eliminate some of those expenses. Perhaps a local car rental place would donate the use of a vehicle or a local hotel will donate a room. Donated meals or other supplies can help reduce the cost to you by reducing my (or any speaker's) expenses.

## How to Make it Work:

- Talk to me prior to agreeing on a price so that an appropriate discount can be discussed and to ensure that I haven't already incurred expenses that are non-refundable. The same is true for any speaker.
- Ask various groups, clubs or organizations to get items donated. Provide a list of the expenses that you think can be reduced or eliminated and make sure that no one is working on the same thing. After all, I can only use one roundtrip airline ticket!
- Determine what expenses you can reduce or eliminate. Send me all of the details, including the logistics of ensuring that I have the necessary tickets or other documentation. LEAVE NOTHING TO CHANCE!
- Finally, keep in mind that if you are a non-profit organization, you might be able to get excellent discounts even if you can't convince hotels or rental car agencies to give you freebies!

**NOTE:** Many speakers develop friendships with local folks, especially if they've spoken somewhere several times. Even if you're close friends with me or another speaker, don't assume that sleeping on your couch or even in a spare bedroom is okay. Presenting at events is exhausting and, quite often, the speaker needs to have the quiet "alone time" that a hotel room offers. If the speaker offers, then it's okay.

# I'll GRANT You That!

Okay... so I'll be the first to admit that I don't know anywhere near as much about this strategy as you probably do, which is why it's the last one of the bunch. But here's the gist of it: There are lots of grants, awards and other funding sources available for schools, which can help cover the cost of hiring an excellent youth speaker. You just have to find them and apply for them!

Many schools and organizations limit their research to state and federal grants but I'm telling you that you shouldn't stop there. Look around for grants and donations from both public and private groups & institutions. You can find educational contests, competitions and donations from corporations like Amazon, Best Buy, CVS, Home Depot and Walmart. So do your research!

## How to Make it Work:

- Hop on Google and search combinations of words like educational, grants, high school, donations, competitions, etc. Try different key word combinations because these can often yield very different search results.
- Talk to the staff in your school or organization. There's a good chance that you have folks who are already aware of grant or donation options.
- Reach out through your PTA or other groups that have access to the parents of your young people. You'll often find parents who are employees at companies that donate to schools or they'll be aware of opportunities you hadn't found yet. If you're lucky, they'll have some insight into improving your chances of getting the funding you need!
- Go after ALL relevant funding opportunities! Too many schools and organizations only apply for the one thing that they think is the *best* fit for what they want to do. Don't limit yourself like that! Apply to every applicable opportunity. The more options you have, the more chances you have at getting the funding you need!

**NOTE:** As you find grants and other funding opportunities, document it completely so you don't have to find everything all over again next year!

## A few final thoughts...

Like I said in the beginning of this short ebook, I understand that budgets are tight for most organizations these days. I know that you are struggling to balance quality with cost when planning your programming; and I also know that bringing in youth speakers can seem too expensive.

But getting an excellent speaker for your event is one of the best things that you can do. An excellent youth speaker is not only motivational, timely and relevant – an excellent youth speaker can be transformational in the life of a young person. Awesome keynotes, workshops and seminars are truly memorable and can provide the biggest bang for your budgetary buck.

Hopefully this little treatise has provided you with some creative ways of making it more affordable for you to hire me or any other excellent youth speaker to present to your young people.

What this little ebook can't do is provide you with the internal motivation you need to make it happen. That can only come from you. I've given you the strategies and the rest is up to you.

Hopefully I'll be hearing from you soon!

Interested in possibly booking me for your event?

Brandon Jubar  
[brandon@brandonjubar.com](mailto:brandon@brandonjubar.com)

Or call (540) 273-0777