

Impact Speaker Guide

MS Canada



Kelly Ann, Lives with MS

Thank You Message

Thank you for sharing your story and stepping into this meaningful role within the MS community. Your voice strengthens our shared mission to inspire, connect, and create a future free of multiple sclerosis.

This guide is here to support you in preparing a speech that reflects your personal journey and resonates with everyone listening - whether they are participants, caregivers, donors, or those directly impacted by MS. In the following pages, you'll find practical tips, themes, and ideas to help you feel confident, connected, and ready to make a lasting impact.



Christina, Lives with MS

By sharing your journey, you play a crucial role in fostering a deeper understanding of MS and the vital support that MS Canada provides.

.....

Every effort we make brings us closer to our vision of a world free of MS. Together, we're building support, advancing research, and creating hope for everyone affected by MS.

.....



Karen, Lives with MS

MS Canada

Overview

MS Canada is a community-driven organization dedicated to improving the lives of people affected by multiple sclerosis and advancing research to learn more about MS.

Through our programs and advocacy efforts, we bring people together to share experiences, find support, and create positive change. Whether it's through groundbreaking research, building connections within the MS community, or empowering individuals to take action, MS Canada is here to ensure no one faces MS alone.

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The Role Of Impact Speakers

Your voice matters.

By sharing your story, you bring hope, inspire action, and strengthen our community in the fight against MS.

Personal Experience and Connection

By sharing your journey, whether as someone living with MS or supporting a loved one, you shine a light on the realities of life with MS. Your voice transforms numbers and data into human stories, breaking down barriers and inspiring empathy in ways only you can.



Lizelle, Lives with MS



Mel, Lives with MS



Barb, Lives with MS

Engagement and Motivation

Through your words, you reveal the life-changing impact of community support and the breakthroughs made possible by MS Canada's work. Your story doesn't just connect with others - it moves them to stand with the community, take action, and become part of the fight against MS.

Inspiration and Renewal

Every time you share your experience, you remind us of the strength found in vulnerability. Your voice inspires courage, ignites hope, and builds connections that fuel our collective resolve. Together, with your story leading the way, we move closer to a future free of MS.

Inspire Through Authenticity

As you prepare to share your story, consider these themes as inspiration to guide your message. They reflect the strength of the MS community, the progress being made, and the connections that bring us together.

These are simply ideas to help you structure your speech - you don't need to include them all.

Choose the ones that resonate most with your experience and feel true to your journey. By sharing from the heart, you'll connect deeply with your audience and inspire meaningful support.



Community Impact

Share how the MS community has supported you or your loved ones, showing the power of unity in facing challenges together.



Progress and Possibilities

Highlight the strides being made in treatment, research, or support systems. Your story can show how these advancements are creating hope and changing lives.



Connection & Support

Speak to the bonds that bring people together, whether it's friends, family, or the broader MS community. These connections remind us we are never alone in this journey.



The Power of Authenticity

Your story is uniquely yours - share it from the heart. By being real and vulnerable, you inspire others and strengthen the collective voice of the MS community.



Karen, Lives with MS

Why Timing Matters



We know your story is powerful, personal, and meaningful. It's not always easy to share so much in a short amount of time, and every detail feels important.

The time limit you've been given is designed to ensure your message fits into the flow of the event, alongside other speakers, activities, and moments that make the day impactful. By keeping your speech concise, you help create a memorable experience for everyone in the audience.

Remember, your story doesn't need to be long to be powerful. Focusing on key moments or messages will help your speech leave a lasting impression that inspires and connects.

Speech Structuring

As an Impact Speaker for MS Canada, your story is a powerful tool to inspire and bring our community together.

How you organize and share your story can make all the difference in creating a meaningful connection with your audience. This section is here to guide you with practical tips to craft a speech that is both impactful and authentic.

01

Start with a Strong Opening

- Begin with a personal anecdote, statement, or moment that draws the audience in and sets the tone for your story.
- Briefly explain your relationship with MS to establish a connection and build understanding.

02

Focus on 1 to 2 Messages

- Focus on 1-2 main ideas or themes that you want the audience to remember.
- Share personal or observed examples of how community involvement has supported you or the MS community.
- Highlight key moments or challenges that reflect your journey.

03

Share Examples

- Incorporate examples of how MS Canada or the MS community has made an impact, whether through research, programs, or personal support. These details help the audience connect the larger mission to your individual experience.

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End with Impact

- Leave the audience with a memorable takeaway or insight. What do you want them to remember most about your story? This could be a moment of hope, inspiration, or gratitude.

04

Practice Delivery

- Rehearse your speech aloud multiple times to refine your delivery and build confidence.
- Practice by recording your speech and listening back. This helps you identify areas for improvement, such as pacing, tone, or clarity, and ensures your message comes across as intended.

05

Manage Timing

- Keep your speech within the allotted time to respect the event schedule. Use a timer to practice pacing and adjust if necessary.
- Prioritize the points that matter most to you and your audience. Don't feel pressured to cover everything - your story's impact is in its authenticity and focus.

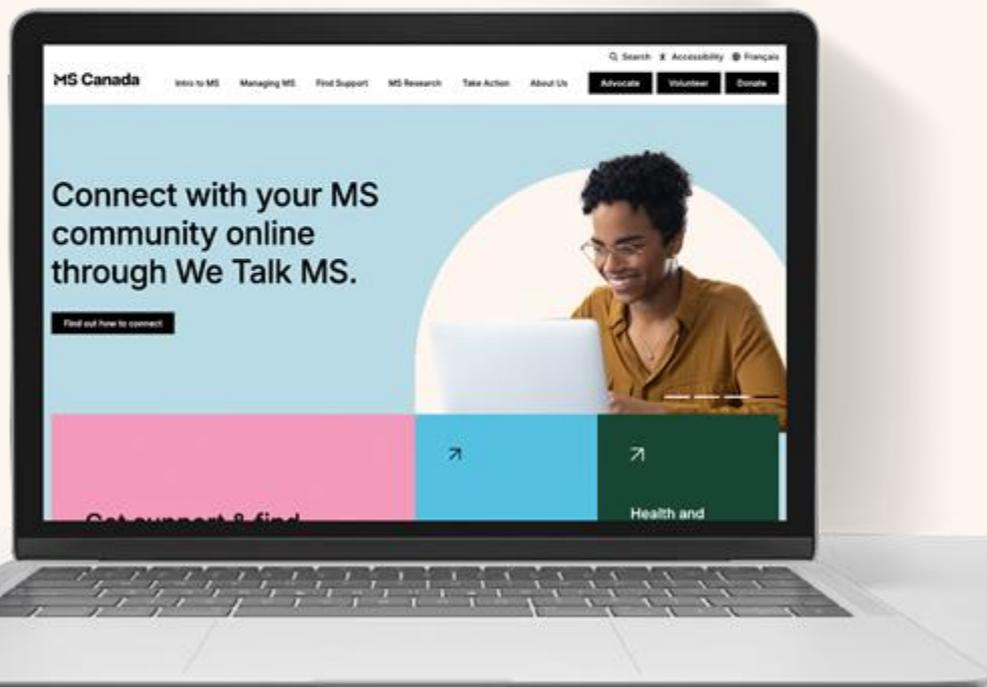
06

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Speaker Tips

- Use bullet points instead of a fully memorized script. This allows you to stay on track while keeping your delivery natural and conversational.
- Jot down key ideas or moments you want to highlight. This makes it easier to adjust in the moment and focus on what feels most authentic as you speak.

Feeling Comfortable On Stage



Talk to the audience like a friend.

The audience understands what you're going through - they're part of this community, too. Speak naturally and openly, as if you're sharing a personal moment with someone close to you.

Speak from the heart.

There's no right or wrong way to share your experience. Focus on what feels authentic and true to you. Your honesty will inspire others and help them understand the reality of living with MS in a way only you can express.

Keep it simple.

Use everyday language that feels natural to you. Don't worry about finding the perfect words or adding complex details - what makes your story impactful is its honesty and authenticity.

Focus on what's meaningful to you.

You don't need to share everything. Pick one or two moments or lessons from your experience that feel important and reflect what you want the audience to take away. Trust that your story, even in small pieces, is enough.

Thank you!

MS Canada

