

Education Opportunities

12 months of powerful content to keep our field going back to EDUCATE their audiences all year long

BY: Damsel IN DEFENSE®



WHO WE ARE

The Damsel mission is to keep equip, empower and EDUCATE people on important topics of safety and how to be safe. Our nationwide field of Damsel Pros protect their communities through education and the sale of personal protection products to defend themselves.

Damsel Founder Mindy Lin
with Domestic Violence
Survivor, Vanessa



THE PROBLEM

We are a party plan company that in the era of Covid was experiencing the death of the home party. We had to get creative on ways to get our Damsel Pros back in front of their hostesses and audiences repeatedly to get them gathering in groups again in a compelling way.



THE OPPORTUNITY

Power point parties have become a popular gathering event Post Covid. Google said:



A PowerPoint night is when a group of friends gather and present their slides on a topic they choose, one by one. This new trend on TikTok is one of the best activities for gatherings and sleepovers. The popularity of this event is increasing day by day and TikTok wants it.

THE SOLUTION

We decided that we could create these Powerpoints for them and give them all the training videos, promotional materials and assets they need to go with them and attract both new and repeat audiences to increase sales and retention.



THE TOPICS

Our monthly topics to craft our content around were decided based on our missional awareness months and all content was shaped and themed around them.



Our Calendar of Topics

12 months of powerful content to keep our field going back to EDUCATE their audiences all year long

CLICK ON ANY
MONTH BELOW TO
VIEW THE FIELD
TRAINING!



JANUARY

Human
Trafficking
Awareness
Month



FEBRUARY

Stalking &
Teen Dating
Awareness
Month



MARCH

City Safety
Urban
Surroundings
Training

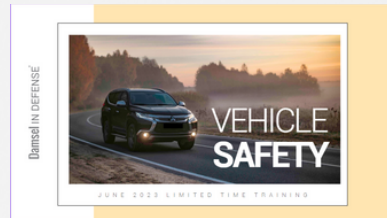


APRIL

Sexual Assault
Awareness
Month

MAY

Abduction
Prevention
Month



JUNE

Vehicle &
Roadside
Safety



JULY

Online Cyber
Safety
Training



AUGUST

Active Shooter
Training &
Workplace Safety

SEPTEMBER

Situational
Awareness
Month



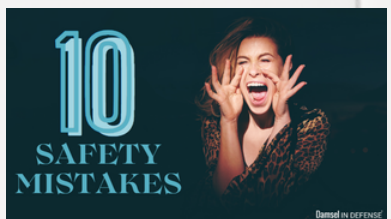
OCTOBER

Domestic
Violence
Awareness
Month



NOVEMBER

The 10 Most
Common
Safety Mistakes



DECEMBER

Home Invasion
& Robbery
Training

THE FORMAT

Every presentation was tailored to that month's topic and contained recent statistics with cited sources, interactive questions to ask the audience, a self-defense training and a new product release to share with customers.



THE ASSETS

Every month the field received a training on how to present the following month's powerpoint as well as an invite for guests, a digital avatar, cover photo, the presentation itself and promotional gear to order in advance.



THE GEAR

Themed promotional gear was provided to Damsel Pros to present professionally in a way that established them as the topic expert.



THE RESULTS

Monthly training call and team attendance both increased. Consultants reported repeat hostesses increasing bookings from one event per year to once per quarter and even monthly. As a result overall sales increased by 16% from the previous year in those that reported participation an education and cause awareness was shared with countless new audiences.



THE TESTIMONIALS

The Education Opportunities Damsel in Defense has provided are filled with excellent content including engaging videos and graphics to keep the participants' attention. Each month features one or two highlighted products which helps reinforce our expertise in providing safety tips and suggestions. This also increases sales and recruitment opportunities. 2023 was a wonderful year for my business thanks to these business resources.

-Angie Kelsey-Flowers (Florida)

Having these power point presentations with the variety of safety topics has elevated my business. It has opened up the door to more speaking events in which I am able to reach larger groups. They have also elevated me from a sales person to an Educator because I am offering value "Cultivate success through education. Elevate your business, expand your influence, and transform from sales to education with our impactful presentations."

-Robin Padilla (California)



I appreciate Damsel in Defense taking the initiative to thoroughly research and curate outstanding presentations on various subjects. The flexibility of being able to offer diverse topics each month has been a great advantage, enabling me to present to groups multiple times within a year. I've been conducting monthly Zoom sessions for both clients and friends, covering a different topic each month. The response has been overwhelmingly positive, contributing to the dissemination of safety tips and ensuring more individuals are well-prepared.

-Lori Casey Osmond (California)

We have always been taught to Damsel Our Way, working our business in various ways. These presentations allow us so many avenues to continue to Damsel Our Way, whether that be full blown business presentations on a big screen, or on a tv in someone's home, and even just using the material when making social media posts or having one-on-one discussions. Damsel did all the heavy lifting for us by doing the research and handing us a professional presentation, which in turn has boosted our confidence and expertise as a safety educator. Not to mention the variety of topics that helps us tailor to specific groups needs.

-Kim Duncan Rodeheaver (West Virginia)