**Education Opportunities**

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

**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.

**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

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 evite 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)

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)

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