

Preparation Outline for Monroe's Motivated Sequence Pattern

Objective(s): You will be motivating your audience to take an immediate action. Take a good look at this sample outline. The Motivated Sequence Pattern Outline is different from an Informative outline/speech. *Always Consider your audience--every step of the way.* Use an **Audience Centered Approach** to public speaking. Please take your topic and research materials and fill in this outline so that you may use it as a guide as you prepare your Motivated Sequence Pattern Presentation. **You will want to include all the labels that you see in this outline.** The *Visual Framework* here is what I will be looking for in your outlines. The Visual Framework is the use of Roman numerals, Letters (both upper and lower case) and Arabic numerals along with clean indentation and the use of all labels for all elements. Your use of connectives is up to you. I would suggest that you use internal previews and internal summaries where you feel that they are needed. Your objective is to put together a clear and concise speech that is easy to follow, and the use of connectives is very important in doing this. Just because you don't see internal previews and summaries here does not mean that you can't or shouldn't use them.

Notes:

- What topics fit best?
- Attention grabber needs to be stacked - many, powerful parts need to contribute to the whole
- After comes the need (problem) or the convincing people that there is a need for action [You NEED to care and here's why]
- After explain to them the solution - give them the *satisfaction* they want
- Then, help them literally picture how great it would be if we act (or how bad it would be if we didn't act) - visualization
 - Connects with how the needs dissolve (after you act)
- The final step is action - asking them to do something right there and then to take initiative solving that particular need
- If you can convince your audience there is a real reason why change needs to be brought about, you will be much more successful

Your Topic: Orangutans

Specific Purpose: To motivate my audience to partake in random acts of kindness.

Central Idea: We need to save the orangutan population from habitat destruction and extinction

INTRODUCTION

I. The Attention Step

A. (Attention Getter/Relevancy Statement) (include a picture of Siti)

1. Siti is just one of many orangutans that need your help.
2. She was mere moments away from being loaded onto a ferry and sold into the illegal wildlife trade in Lampung Province, Sumatra where she was saved by the Natural Resources Conservation Agency in May 2021. She was found to be suffering from bronchitis, and after a few weeks, her health and behavior improved immensely
3. Think about the hell that Siti has gone through just to get to where she is now. No mammal on Earth should have to deal with that, let alone a helpless primate

B. (Credibility Statement) After taking AP Environmental Science in high school as well as having a passion for nature and wildlife, I've learned about how human activity is affecting other species and their habitats, particularly with orangutans

C. (Preview) Pledging to donate or adopt an orangutan directly saves their population and the space they call their homes

(Transition: So why does the orangutan population need our help?)

BODY

II. The Need Step

A. The International Union for the Conservation of Nature and Natural Resources classifies orangutans as critically endangered. These reddish apes play a key role in the forests they live in, and their extinction is likely to be within the next 10 years.

1. The rainforest habitats of the Sumatran and Bornean orangutans are disappearing at an alarming rate due to deforestation

2. Logging and forest fires are obvious problems for tree-dwelling apes. According to the orangutan project, fires and smoke confuse the orangutans, causing them to die from habitat destruction and lack of food
3. Many palm oil plantations replace sections of forests for farmland. This displaces orangutans and is causing many to either starve, die in fires, or be killed by plantation workers

B. Orangutans help the forest by acting as the world's largest seed dispersers

1. They cover large areas as they forage for the fruits that make up a large chunk of their diet
2. They then defecate out the seeds, which get planted and shape the future of the forest they reside in
3. They thrive in the trees, and the declining number of trees limits their mobility and forces them to the ground

C. Orangutans that make life work in their fragmented habitats are likely to just get poached or stolen anyways

1. Mothers are killed for their babies, which are then sold into the exotic pet trade as they are cute
2. These babies cling to their mothers for life and are breastfed until they're 6
3. Without their mothers, the baby apes often cannot survive, further contributing to the species' downfall

(Transition: Fortunately, with a lot of help, many NGOs and private conservation places are able to get some of the orangutan population the help that they need)

III. The Satisfaction Step

A. By donating to charities that help orangutans, you are directly benefitting the orangutan population, as well as the other species that reside in tropical forests. The money received by the NGOs goes towards medicine, food, water, and shelter for the orangutans they recover.

1. The only way for orangutans to avoid certain extinction is for people like you to intervene, take action, and encourage others to act
 - a. You could make a one-time or recurring donation to a credible orangutan conservation website, such as the Orangutan Project, the Nature Conservancy, or Health in Harmony to save the species

b. Pledge monthly to sponsor a particular orphaned or injured orangutan and help them through rehabilitation. As a bonus, you'll receive updates on the orangutan's well-being twice a year

c. You can also donate to protect vital pieces of orangutan habitats for a small monthly amount. This also benefits the Sumatran tigers and elephants, both of which are critically endangered like orangutans

2. These are just a few of the ways you can take immediate action through a donation

(Transition: There are other ways to help that do not involve giving away your hard-earned money)

B.

1. You can work small changes in your day to conserve natural resources; such as recycling, driving less, decreasing waste, and purchasing products with less packaging

2. In an article titled "Why Orangutans Are Going Extinct and What You Can Do To Stop It", Thomas Phillips - climate change activist and writer for Health in Harmony - writes that we can avoid products made with unsustainable palm oil

a. Rainforests are cleared to make room for palm oil plantations

b. Try and choose products that are made from deforestation-free palm oil

c. Call out and put pressure on companies that aren't sourcing their materials responsibly. Companies include Nestle, Pepsi, L'Oreal, and General Mills to name a few.

(Internal Summary: Now you know how to help preserve the existing orangutan species)

(Transition: Try and picture with me your life as an orangutan)

IV. The Visualization Step

A. Imagine your foraging for food in your tropical rainforest

1. You're forced to risk your life on the ground since there are not many safe trees for you to swing from.

2. Then, after finally finding some food and fending off predators, you come back to your habitat engulfed in flames

B. These orangutans need our help

C. It might cost you something, but you'd be getting more than your money's worth out of the investment

1. Being that orangutans are the world's largest seed dispensers, helping the orangutan helps us by preserving the integrity of the rainforest
2. A stronger and healthier forest means more trees, meaning more oxygen is being returned to the atmosphere for most species to breathe
3. This slows down the rate of extinction for the wildlife in affected areas

(Transition: You wouldn't want to live in a fragmented, dying ecosystem - here's how you can help)

CONCLUSION

V. The Action Step

A. (Summary) There are so many problems in the modern world, how can you find time to fix all of them? However, helping out the orangutan population will solve a handful of problems plaguing the Earth.

B. (Call to Immediate Action) With your support, we can create a healthier future for our planet and rescue orangutans that have been displaced through deforestation or stolen from the wild

1. Go to theorangutanproject.org to make a small donation or pledge to adopt an orangutan. I would like to propose we adopt one as a class
2. There are 24 of us, so at \$11/month or \$140 one-time donation that comes out to about 46 cents per month from each of you, or just under \$6 to ensure an orangutan gets proper nourishment and shelter, as well as helping them learn to live in the wild

C. (Memorable Close) In Indonesia, orangutan translates to "people of the forest", and I think it is fair to call them people since as humans we share 97% of our DNA with them.

1. Instead of viewing this as helping a random, inferior species survive, think of it as helping your fellow humans out
2. So please, donate to help out a person in need

REFERENCES (MLA OR APA STYLE):

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