PROJECT LENS

WORKSHOP KIT 05 OF 05 · SPEAKER GUIDE

Community Talk Speaker Guide

See AI clearly.

Think clearly in an AI-powered world.

L	Learn	Understand AI.
E	Evaluate	Question and verify.
N	Navigate	Know when and how to use it.
S	Secure	Protect yourself and others.

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01

About this talk

This 20-minute talk introduces Project LENS to civic and community groups, teaches two habits people can use the same day, and ends with a clear invitation to host a free workshop. It's designed for lunch and breakfast meetings that run on a tight clock.

Detail	
Length	20 minutes: about 15 minutes of talk, 5 minutes of questions
Best for	Rotary, Kiwanis, Lions, chambers of commerce, faith groups, neighborhood associations, library boards
Speakers	One or two. Student speakers work very well here: a youth-led initiative is part of the story.
Format	Talk only, no activities. Works with or without a projector.
Bring	Leave-behind one-pagers and host interest cards (Kit 5 handout), plus a few copies of the Scam Prevention Guide

The audience is usually two groups at once: older adults who want to protect themselves, and community leaders who can open doors to libraries, senior centers, and workplaces. Speak to both.

By the end, the audience will:

1. Know what Project LENS is and why it's youth-led.
2. Remember PAUSE. VERIFY. ASK. and the family safe word.
3. Know they can use AI more safely with Can I? Should I? How?
4. Know how to book a free workshop, and leave with the card to do it.

02

Before you go

When you're booked

- [ ] Confirm with the program chair: date, time, your exact time slot, room, expected audience size.
- [ ] Ask if there's a projector and screen, and whether you can use your own laptop. Plan to speak without slides if needed.
- [ ] Ask if a microphone is available. Use it, even if the room seems small.
- [ ] Send the program chair a two-sentence speaker introduction (below) to read before you start.

Speaker introduction to send ahead

> *"Project LENS is a youth-led initiative from [city] that teaches practical, safe AI skills to older adults, families, and community groups. Today [speaker names] will share how AI is changing scams, and how our club can help bring free workshops to our community."*

The day before

- [ ] Rehearse out loud and time it. Aim for 14 to 15 minutes so there's room for questions.
- [ ] Print 1 leave-behind and 1 host interest card per expected attendee, plus a few extra.

At the meeting

- [ ] Arrive 20 minutes early. Test the slides and microphone before members sit down.
- [ ] Put a leave-behind and an interest card at each seat, or ask the host where to leave them.
- [ ] Civic meetings run on a tight schedule. If you're given less time, skip slides 4 and 9 and keep the ask.

03

Run of show (20 minutes)

Time	Slides	Segment	Goal
0:00 to 0:02	1 to 2	The hook	"It sounds just like your grandson. It isn't." Get attention in 30 seconds.
0:02 to 0:04	3	Who we are	Youth-led, local, free. The LENS framework in one breath.
0:04 to 0:05	4	Everyone uses AI	Quick hands-up moment.
0:05 to 0:07	5 to 6	The problem	The 2025 numbers, and what AI can fake now
0:07 to 0:10	7 to 8	Two habits to use today	PAUSE. VERIFY. ASK. and the family safe word
0:10 to 0:12	9	Using AI well	Can I? Should I? How?, and START, IMPROVE, CHECK
0:12 to 0:14	10 to 11	The ask	What we offer, and how this group can help
0:14 to 0:15	12 to 13	Close	Three things to remember; how to reach us
0:15 to 0:20	13	Questions	Keep answers short. Offer to follow up afterward.

Short on time (10 to 12 minutes)? Skip slides 4 and 9. Never skip PAUSE. VERIFY. ASK., the safe word, or the ask.

04

Key lines to land

The full script is in the slide speaker notes. If you remember nothing else, say these.

1. **The hook:** *"Imagine your phone rings. It's your grandson's voice, and he's in trouble. It sounds exactly like him. It isn't him."*
2. **Who we are:** *"Project LENS is a youth-led initiative. We teach practical AI skills to older adults and families, for free, right here in our community."*
3. **The problem:** *"In 2025, Americans 60 and older reported losing 7.7 billion dollars to online fraud. Oregonians 60 and older, more than 77 million. And most scams are never reported."* (Source: FBI Internet Crime Complaint Center, 2025.)
4. **The turn:** *"AI can fake a voice or a face. It can't fake a call you make yourself to a number you already know."*
5. **The habit:** have the room say it with you: *"PAUSE. VERIFY. ASK."*
6. **The ask:** *"If you know a library, senior center, faith community, or workplace that would benefit, we'd love to come. It's free. Fill out the card on your table."*
7. **The close:** *"AI can assist your judgment. It shouldn't replace it."*

Tone: calm and confident, never alarmist. The room should leave feeling capable, not scared.

05

Questions you are likely to get

Civic audiences ask direct questions. Keep answers short and true. If you don't know, say "I don't know, but I'll find out and email you," then write it on the talk log.

"Who runs Project LENS? Is it a nonprofit?" We are an independent, youth-led initiative run by high school students in Oregon. We are not a registered nonprofit and we're not part of any government program. Everything we make is free.

"Where does your information come from?" Every number and phone contact in our guides comes from a public source, like the FBI's Internet Crime Complaint Center or the Oregon Department of Justice, and each guide lists its sources. Our student team reviews every resource before it goes on the website.

"Are you telling people to use AI or to avoid it?" Neither. We teach people to use it on purpose. Our first question is always "Can I do this without AI, and should I?" Then, if the answer is yes, how to do it safely.

"Which chatbot do you recommend?" We don't endorse any company. Our guides work with any of them: ChatGPT, Gemini, Copilot, Claude, Meta AI. The safety habits are the same.

"My mother already got a scam call. What should she do?" If money or account details went out, call the bank first, then report it at ic3.gov. Oregon residents can also call the Oregon DOJ Consumer Hotline. The numbers are on the leave-behind. (Only give numbers from the leave-behind or the verified contacts list. Never from memory.)

"Can you spot a deepfake by looking at it?" Sometimes, but not reliably, and it's getting harder. That's why we teach a family safe word and calling back on a number you already know. The habit works even when your eyes can't tell.

"How much does a workshop cost?" Nothing. Hosts provide a room, a screen if they have one, and an audience.

"How can our club support you?" Three ways: host a session, introduce us to a senior center, library, or faith community, or share our website in your newsletter. (Don't promise anything beyond this. If someone offers money, thank them and say the team will follow up; take their name on the interest card.)

"How old are you, and who checks your work?" Answer simply with your grade. Then: "Our team reviews every guide together before we publish, and every fact is linked to its source so anyone can check it."

06

The ask and the follow-up

A speaker talk is a door, not the workshop itself. The whole point is one clear ask and a follow-up within a week.

Make one ask, clearly. Say it out loud, slowly, on slide 11:

> "If you know a senior center, library, church, or club that would like a free 45 or 60 minute session, fill out the card in front of you and we'll be in touch this week."

Then stop talking and give people 30 seconds to write. Silence is fine.

At the end of the meeting

- Collect interest cards before people stand up, or stand by the door with a folder.
- Thank the program chair by name and ask if you can send a short thank-you note for the club newsletter.
- Leave the stack of leave-behinds on the welcome table, not just on chairs.

Within 7 days

- [ ] Email or call every person who filled in an interest card. Use the template below.
- [ ] Send the program chair a thank-you note with the website link.
- [ ] Log the talk, number of cards, and any questions you couldn't answer in the talk log.
- [ ] Answer every "I'll find out" question you promised.

Follow-up email template

> **Subject:** Free Project LENS session for [organization]
> Hi [name],
> Thank you for filling out a card at the [club name] meeting on [date]. We'd love to bring a free session to [organization].
> We currently offer: AI Scams and Deepfakes (60 minutes) and AI Basics (45 minutes). Both are free, need a room and ideally a screen, and work for any experience level.
> Would any of these dates work? [two or three options]. If it's easier, reply with a good time to talk for ten minutes.
> You can preview everything we teach at projectlensai.org.
> Thank you,
> [your name]
> Project LENS

07

Talk log

Fill in one row per talk. This is how the team knows which talks turn into workshops.

Date	Group	Speaker(s)	Audience	Cards	Booked	Follow up

08

Sources

- FBI Internet Crime Complaint Center, 2025 Elder Fraud Report (losses reported by people 60 and older, national and Oregon): ic3.gov
- FBI Public Service Announcement I-120324-PSA, December 3, 2024, on criminals using generative AI: ic3.gov/PSA/2024/PSA241203
- Oregon DOJ Consumer Protection: 1-877-877-9392, doj.state.or.us/consumer-protection
- National Elder Fraud Hotline: 1-833-372-8311, ovc.ojp.gov/program/stop-elder-fraud

Re-check every number on the official site before printing.

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