

### **Tips for Creating your *Revolution of Responsibility* Elevator Speech**

An elevator speech is a short description of the “who,” “what,” and “why” behind your project and is designed to motivate a listener to ask for more information, invest in your efforts and to encourage others to engage with your organization. The term “elevator speech” refers to a quick 30 second to one-minute overview of your organization and project. The idea is that if someone asks you what you do in an elevator, you should be able to tell them the most important information by the time the ride ends.

The first task is to spur listener interest. Your speech should give an overview of your organization and project, including who you are, what you are doing, and why it is important. Be concise (cover the basics), show credibility, and be concrete. Use it to deliver a consistent message. Most importantly your elevator speech should be something you feel comfortable saying (in your own words). When you have your elevator speech written down, role play with someone to practice and perfect it.

#### **In your own words, what does your organization do?**

Use these questions to help you develop your speech:

- Why is your organization/project important?
- Why are you doing your project?
- What is one thing you would like to highlight? What are you most proud of?
- How does this project reflect the ***Revolution of Responsibility***?

#### **Some Helpful Tips**

- Practice makes perfect.** You should write, edit and write again. Practice your speech out loud to see how it sounds, how long it is and gauge if it's understandable and interesting. The speech should sound like its conversational and "off the cuff."
- Skip the alphabet soup.** Keep it simple. Avoid using jargon, acronyms and terminology that others outside your organization or field wouldn't understand.
- What you do and why you do it.** Briefly talk about what you do, how you do it and why it's important for your community. Start with a simple impact statement answering each of the following questions with short one to two-word answers. What do you do? Why do you do it? How do you do it? Build off your impact statement.
- Show the impact and tell a story.** Don't just give a statistic of how many people you serve. Bring a face to that number. Talk about your work in a real way, letting your audience know the impact and the importance for the people served by your project.
- Call to action.** At the end, call your listeners to action. Tell your listeners about an upcoming event, how to volunteer or where to donate. Send your listener to your website for more information.

(Helpful Tips from *The Philanthropy Journal*, “Developing an elevator speech,” by Stacy Jones, February 6, 2009.  
<http://www.philanthropyjournal.org/resources/marketingcommunications/developing-elevator-speech>)