



The Elevator Speech: An Effective Communication Tool

An elevator speech is an effective way to communicate information about you or your organization in brief memorable sound bites. The concept is simple – you find yourself in an elevator with someone who asks: “So, what does your organization do?” For many of us, we need all the elevator stops in the Sears Tower to tell our story! However, it can be done between the first and third floors. Following are a few elevator speech tips.

There are two important ingredients for your elevator speech:

1. Relevancy – quickly assessing your listener and addressing any specific interests it may have.
2. Authenticity – sharing passion for your organization and letting your listener in on your personal connection with it.

Elevator speeches should:

1. Emphasize your involvement with your organization – what and why.
2. Highlight what your organization accomplishes – think what, not how. Always mention the organization’s USP – its **Unique Selling Proposition**.
3. Mention how the listener can get involved and invite his/her personal involvement.

Remember – Concentrate on what you want people to remember about your organization and what you want them to do. Always deliver your elevator speech with passion and simplicity.

Elevator Speech Example

“The Ashland-Cherryland Violence Prevention Collaborative changes neighborhoods and helps save lives. I’m part of an amazing team of residents and county agencies that collaborate on programs to prevent violence and foster healthy communities...and I’m thrilled that it’s working. I’d like to stop by this week to talk about ways you can join our efforts.”

XYZ Foundation Northwestern Regional Board

“Sample Elevator Speech”

[Who We Are:] XYZ Foundation is a global non-profit organization dedicated to eradicating poverty through financial literacy education and empowerment.

[Our Mission:] The mission of XYZ is to improve the quality of life for individuals, families and communities through programs and services that meet people where they are and assist in such things as converting checking cashing customers into banking customers, renters into homeowners, small business dreamers into small business owners and minimum wage earners into living wage workers.

[How We Accomplish Our Mission:]

We do this thru adult and youth financial literacy empowerment programs.

Youth: Through the Banking on Our Future Program we provide financial literacy empowerment and dignity to students and instill a sense of pride and change in behavior starting at a young age.

Adults: XYZ Center Network where we provide group and one on one counseling in 1) first time home-buyers, 2) small business and 3) credit and money management. In addition, XYZ provides financial emergency preparedness programs for pre and post disaster relief.

[The Ask:]

We'd love to have you join us as a volunteer instructor for Banking on Our Future, or one of our other training sessions or seminars; or if you don't have the time to spare then we could really use your financial support particularly to expand ur youth programming in the Oakland Public Schools.

Elevator Speech Worksheet

Who We Are:

Our Mission:

How We Accomplish Our Mission:

The Ask:
