

## Group 3: Crafting an Elevator Speech



LEGACY  
YOUTH ALLIANCE

**Definition:** An elevator speech is a brief summary that succinctly defines product, service, and in our case, an organization and its value. The name comes from the idea that this summary should be delivered in the time span of a typical elevator ride...between 30 seconds – 3 minutes.

**Components & Tips:** Elevator speeches can vary a lot depending on goal, audience, and circumstances but they should all contain the following elements.

- **Pertinent Facts-** Who, what, where, when, why and how
- **Sparkle-** What makes your organization/service/product compelling or unique
- **Impact-** Statistics and stories that show results
- **Simplicity-** Language that anyone can understand (free of acronyms and slang)
- **Passion-** Show that you care about what you're pitching
- **Flexibility-** Use a framework but adjust your speech to your audience
- **Preparation-** Practice your speech and ask for feedback

**Crafting the Pitch:** Answering the following questions will help craft your own speech

1. What are you trying to achieve? (Example: recruit volunteers/clients, build new partnerships, inform others about your organization)

2. Who is your audience? (Potential clients, area schools/businesses, community members)

3. What is your position and your organization?

4. Why does your organization do what it does? (Example: what need does it fill and why is this important to your audience)

5. Where is your organization located? What population does it serve?

6. What does your organization do?

7. What makes your organization unique? What benefits do you deliver?

8. How does your organization do what it does?

9. Why are you passionate about this subject?

10. What is your “ask”? (How do they apply, get more involved or get more information?)

**EXERCISE:** We can usually find plenty of things to say about what we do or how we do our work. The hard part can be editing down to 3 minutes and harder yet, 30 seconds.....

