THE ELEVATOR SPEECH

Brainstorming about your elevator speech topic (i.e., your initiative, program, or organization):

1. What’s your initiative/program/organization’s “WHY”? If you need to, start with WHAT you do and HOW you do it.

2. What makes it unique to your community? Why is it important to your community?

3. Who does it serve and how does it impact them?

4. What data/statistics do you have in support of? For example: Libraries & community partners have reached more than 3300 children and 1500 caregivers with programming and group activities. 95% of respondents participating in one-time events agreed that they are more committed to maintaining a regular reading routine with their child(ren).

5. Can you think of a story or two that helps illustrate the impact of your initiative/program/organization?
Brainstorming about your potential stakeholders:
Stakeholders: other organization staff, possible grantor or partner, board member, general member of the public, etc.

6. What are some numbers, anecdotes, and/or examples that demonstrate the importance of your initiative/program/organization to each of these stakeholders?

7. What do you want the stakeholders to do/think/feel after talking to you?

8. What will each stakeholder respond to—stories, statistics, or both? How much detail will she/he want or need?

Draft your speech
Select one of the stakeholders above. Tailor a speech based on the data and stories you came up with that demonstrate this service’s impact on the community—in terms that matter to the stakeholder you’ve chosen.

Adapted from a worksheet created by: