



PROGRESSIVE TECHNOLOGY PROJECT

# **Elevator Speech**

## **How We Talk About Our Organizations**

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## What is an Elevator Speech?

- ✓ An elevator speech is a short, concise discussion of your organization
- ✓ It shouldn't be too long
- ✓ It should be targeted to the audience that you are talking to

# Don't Forget Who You're Talking To... Who Is Your Audience?

- ✓ We get too used to talking in a "funder's language"
- ✓ Use a language that people who are looking at your website understand.
- ✓ Write in normal, every-day vocabulary



## Go for the Heart ... Not just the the Head

- ✓ Tell a compelling story
- ✓ It can be a story about one of your members. Telling their story makes it real and personal
- ✓ Tie it to your issues. It can be like your outreach rap – problem and solution



# Elevator Speech Exercise



## Checklist

- Short and concise
- Vocabulary is directed at your audience
- Use “normal” speak
- Tells a compelling story
- Connects to your issues
- Shows how your organization makes a difference

