PRIDE Guide
Tips for Constructing an Elevator Speech

An elevator speech is a short statement, about the time it takes for one elevator trip of 2 minutes or less, that conveys the essence of your organization and peaks the listener's interest.
When composing your elevator speech, it's important to frame your message in a way that is concise, clear and compelling. Following are some tips to help you construct your speech.

Introduce yourself and your role in the organization. "Hi, I'm Jane Smith, Board Member of the XYZ PRIDE."

Keep it simple. Convey what your organization does and who it serves. Include a quantitative result, e.g. "XYZ PRIDE is dedicated to increasing the capacity of our community to respond to current and future needs. Just last year over 2,000 hours of community service was provided by our organization." Throw in just one statistic. Don't bombard listeners with numbers.

Find your own anecdote about the organization that illustrates its impact. People love stories. Have a story that you can tell.

Invite involvement in the organization. Let whoever you're talking to know that they can get involved in a variety of ways. volunteer, donate, etc.

Customize it. Your pitch for requesting a donation and the one you use for attracting a potential board member should be different. For example, "with a donation of XXX we could complete our trail project with the addition of 5 exercise stations." Or, your expertise in the area of health and fitness would be tremendously valuable in the continued education of our community on the importance of being physically active."

Make it compelling. Use language that will really grab the listeners but that reflects who your are. The more comfortable you are, the more passionate you will sound.

Offer to provide additional information. "I'd be happy to call or meet with you to ell you more about XYZ. May I have your card or e-mail so that I can speak with you more about XYZ?"

Write it out and practice it. Take time to write it out and edit it. Practice saying your pitch out loud until you are comfortable and the timing is right.

Hi, I am_____from the _____.

We…

Let me tell you about……

How can they help or become involved……..

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