



Creating a Program Elevator Speech

In 30-60 seconds, you should be able to explain what your program does, why it's important, and how partners can help. While delivering a short speech or pitch about something you know sounds easy, it takes practice, feedback and knowing your audience to do it well.

Use the pointers below to develop a speech suited to your program and to the partners you hope to work with.

Elements of an Effective Speech

- Who: Describe who you are and your organization's experience.

- What: Explain what you do and link to important and impressive outcomes you've achieved.

- Why: Point out why what you do is important and how it changes the lives of youth.

- What do you want – Describe what you want them to do.

- What's in it for them – Describe how the partnership would benefit their organization.

Tips

- Use data and short vignettes to get your point across.
- Limit your words and have a few key phrases.
- Ask partners what they would want from the experience.
- Be confident and positive.
- Practice and get feedback from multiple individuals.
- Customize the speech to each particular person or organization; no two pitches should be exactly alike.