



Developing an Elevator Speech

Strategic Partnerships



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Objectives



- Learn the value and elements of developing an elevator speech.
- Create an elevator speech.
- Practice and receive feedback on your delivery.



Reflect: What Makes Our Program Special?

- Think of some highlights of our program, and work with your small group to list them on chart paper.
- Share your highlights with the whole group.
- Repeat the exercise using program needs instead of highlights.

What is an Elevator Speech?



YOU FOR YOUTH

- Prepared speech
- Clear and brief
- Aims to spark interest
- Memorable and unique



Benefits



- Solicits positive attention
- Helps to organize your thoughts
- Establishes new professional relationships
- Capitalizes on opportunities
- Gathers feedback on goals



Elements



	ELEMENTS
Who	Who you are and your organization's experience
What	What you do, highlighting important and impressive outcomes
Why	Why what you do is important and how it changes the lives of youth
Goals	Clearly stated upcoming project or partnership goals
Ask	Ask for what's needed and why you think they are the right one to provide it

Partner 1: Service Group (Rotary Club)



Explain Who You Are and What You Do

My name is Jane Robinson, and I work with the ABC Elementary School Afterschool Program. I work with youth, ages 5-11, to support their academic, social and emotional development.



Partner 1: Service Group (Rotary Club)

Discuss Your Goals

Our program really strives to improve students' grades and test scores, provide learning and life experiences that expand their world, and prepare them for middle school and life in general.



Partner 1: Service Group (Rotary Club)



Explain Why What You Do Is Important

Our program provides youth with a safe and enriching space after school. Youth need time and support to improve their academic and life outcomes, so our program connects them with caring adults and real-life academic experiences.



Partner 1: Service Group (Rotary Club)



Discuss What You Need and How the Partner Can Help

We need more adult volunteers who can come in and tutor program youth. Can you or your organization volunteer time to become caring adults in the lives of our program's youth?



Partner 2: Local Home Improvement Store



Explain Who You Are and What You Do

My name is Juan Ramirez, and I oversee the Dayton Middle School Afterschool Program. I manage a staff of eight afterschool professionals, and design unique and engaging programming opportunities for youth.



Partner 2: Local Home Improvement Store

Discuss Your Goals

Our program tries to prepare youth for high school and beyond by supporting their academic, social and emotional development.



Partner 2: Local Home Improvement Store



Explain Why What You Do Is Important

Our program wants to expose youth to the arts, because many of them have had little arts exposure or experience. By providing arts-related experiences, we help youth to expand their worldview and spark their creativity.



Partner 2: Local Home Improvement Store



Discuss What You Need and How the Partner Can Help

Can you help donate supplies, or provide leaders to conduct art activities?

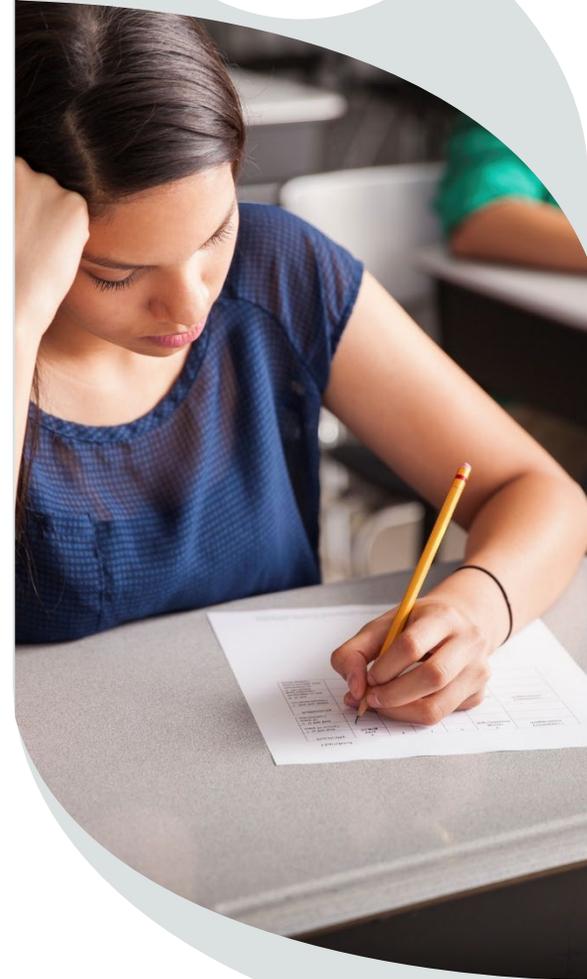


Partner 3: Workforce Board



Explain Who You Are and What You Do

My name is Kisha Barnes, and I manage the West High School Afterschool Program. I help set the vision for the program and make sure we provide engaging and educational programming options.

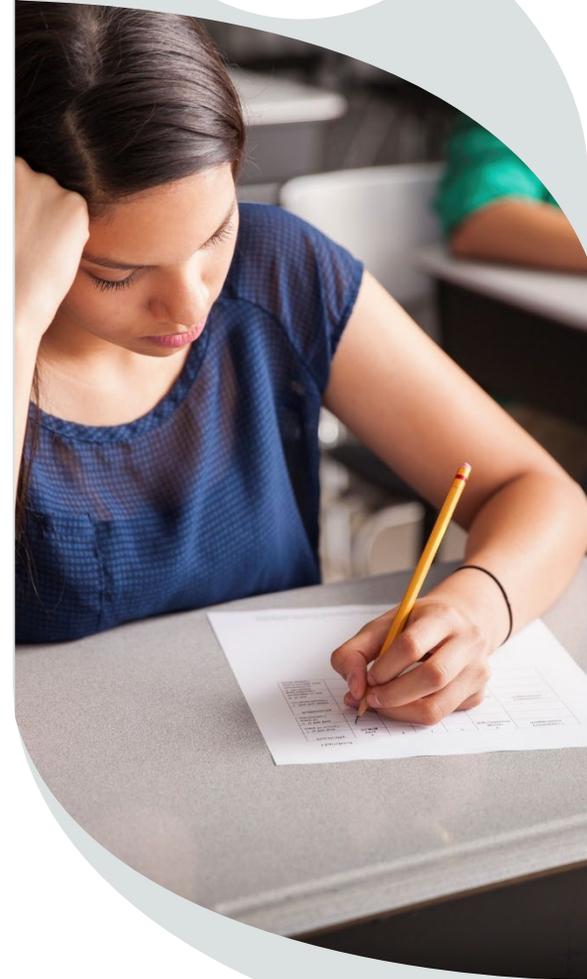


Partner 3: Workforce Board



Discuss Your Goals

We try to help all program youth plan for what they want to do once they leave school. This involves advising them on what classes to take as well as what type of experiences to seek out in the community.

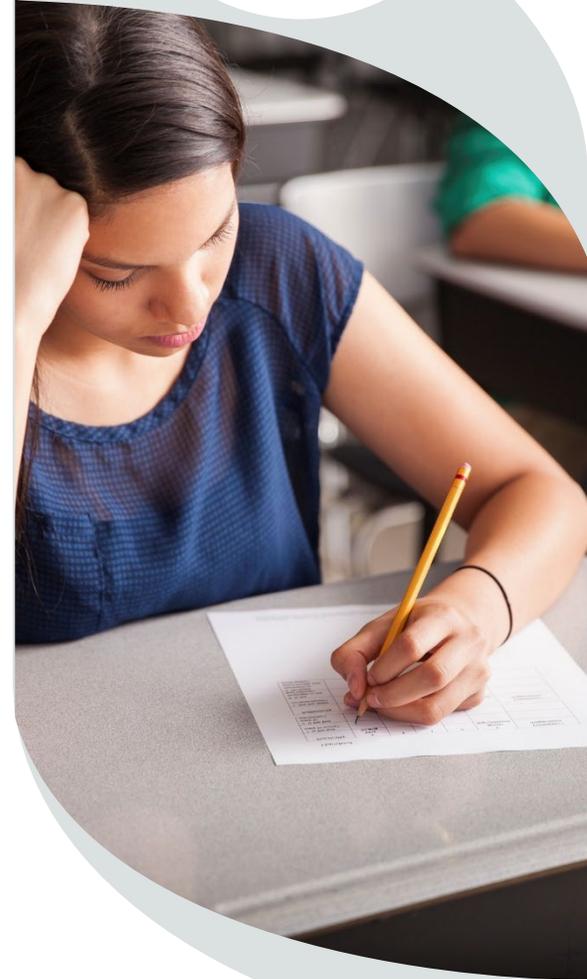


Partner 3: Workforce Board



Explain Why What You Do Is Important

Our program helps prepare youth for careers after graduation. We make sure that youth start thinking about what they want to do after graduation as early as ninth grade.

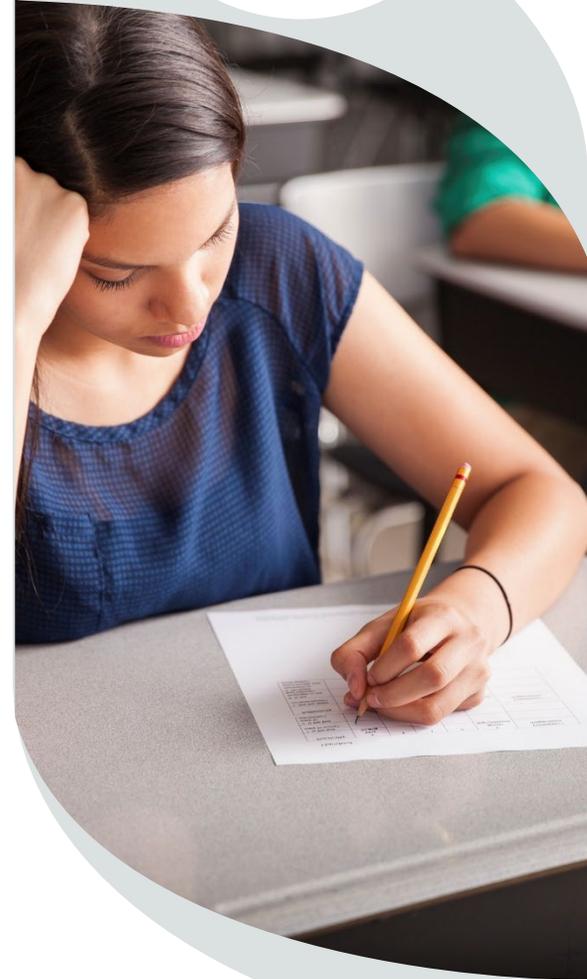


Partner 3: Workforce Board



Discuss What You Need and How the Partner Can Help

We know that one of your goals is to prepare our youth for the workforce. Would you be interested in leading an activity for our high school students?





Creating an Elevator Speech



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.

- Goals: Clearly state your goals for the upcoming project or partnership scenario.

- Ask: Tell the partner what help you need and why you think they can provide it.



Practice



Reflect

- Has the speech adequately and clearly explained our program?
- What are some things a potential partner would want addressed when you ask them to collaborate?
- What are some potential concerns the partner may have?



Next Steps



- Are there any upcoming opportunities where you might be able to use your elevator speech?
- What support do you need to facilitate that successfully?