

Creating an Elevator Speech for Advocacy

Example:

An elevator speech is a short description of an idea, person, or company that explains in a way such that any listener can understand it in a short period of time. This description typically explains who, what, why, and how.

An elevator speech can be used with elected officials, business and community leaders, healthcare providers or anyone who you want to educate.

"-Hello! My name is Candace Whiting.

-I am a professional speaker and the CEO of my own motivational speaking company, Great Life Unlimited.

-I am on the Board of Directors for NDSS, DSACF and a member of NDAC.

-My goal is to help people realize their full potential.

-We need your help improving policies that increase opportunities for people with Down syndrome.

-I want to be the voice for those people who don't have a strong voice."

Your Elevator Speech:

First and last name:

One sentence about yourself: _____

One of two sentences about what you do: _____

A sentence about who you are impacting: _____

A sentence about what makes you unique: _____

A sentence about what you want them to do. Include that you will leave a one pager, card, or other hand-out with your contact information: _____

It is okay to have someone help you with this project. Those who are nonverbal may type or write the speech or use a communication device to share the elevator speech.