Creating an Elevator Speech for Advocacy

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.

Example:

“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 handout 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.