



Your Elevator Speech

NEACH Children's Health Care Summit
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Pete's Credentials

Senate EPW Committee and
Boxer Campaign, 110th/111th

In DC since first Clinton
Administration

Advocacy Campaigns from
104th through 109th
Congresses

Advocacy communications,
from both sides...



..... Agenda

- ✓ How do you talk about your work?
- ✓ Elevator speech overview
- ✓ Building our elevator speech
- ✓ Practice
- ✓ Next steps





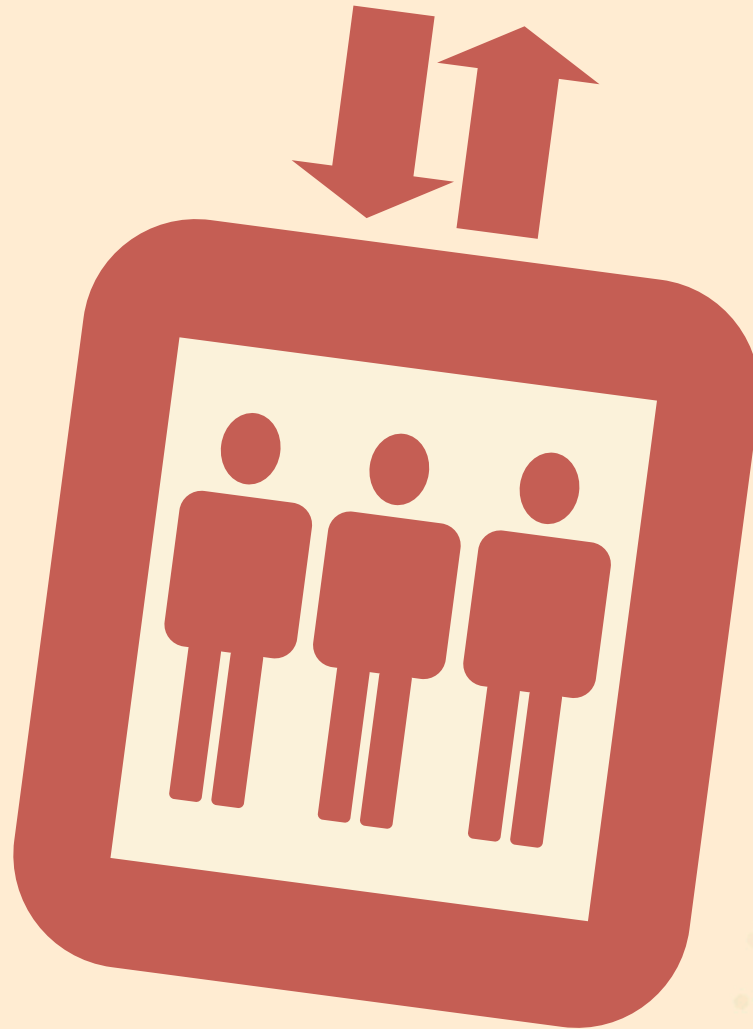
How Do You Talk About Your Work?

..... Why Have an Elevator Speech?



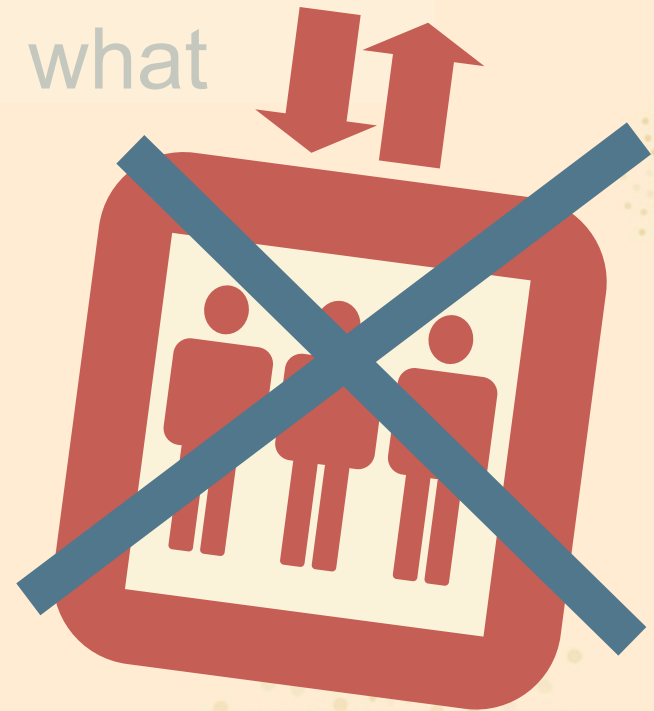


..... What is an Elevator Speech?



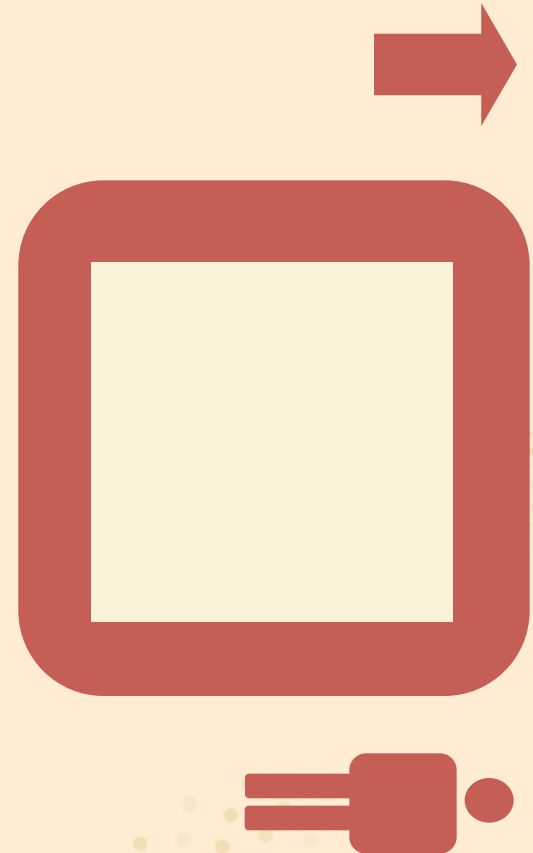
..... An Elevator Speech Is Not

- ✓ Brief – 30-60 seconds
- ✓ Clear – No jargon or acronyms
- ✓ Passionate
- ✓ More about why than what
- ✓ A mission statement
- ✓ A history lesson
- ✓ A monologue
- ✓ A script



Elevator Speech Components

1. Strong opening
 - Tagline
 - Factoid
 - Statistic
 - Story
2. The need or problem
3. Our unique response
4. Engage them



Let's Build an Elevator Speech

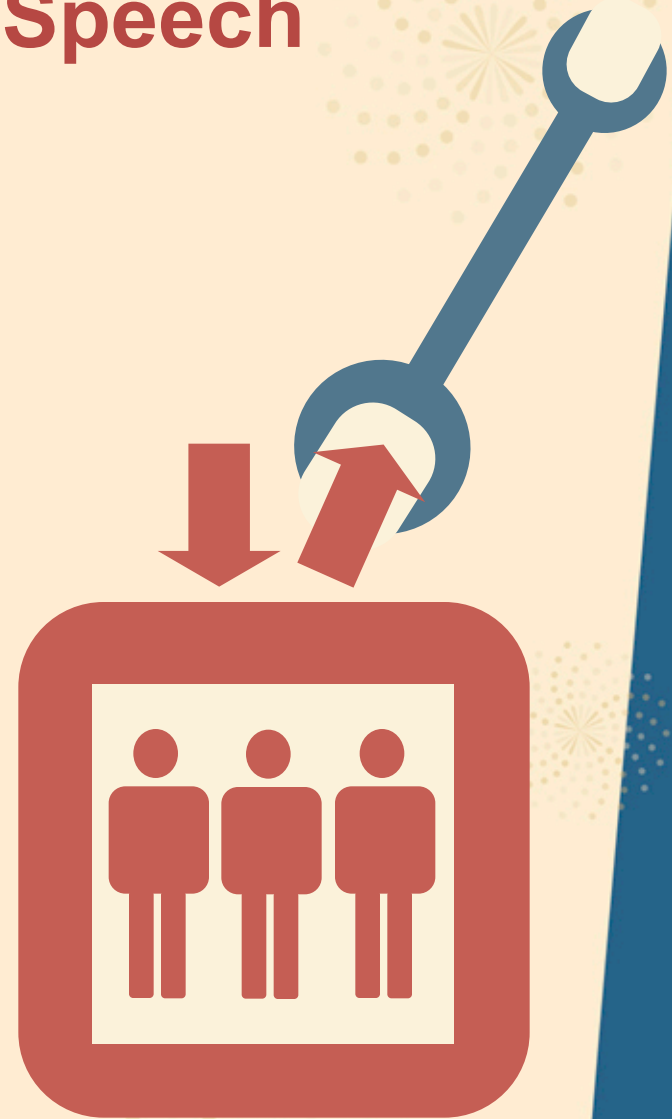
1. Strong opening

- Tagline
- Factoid
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- Story

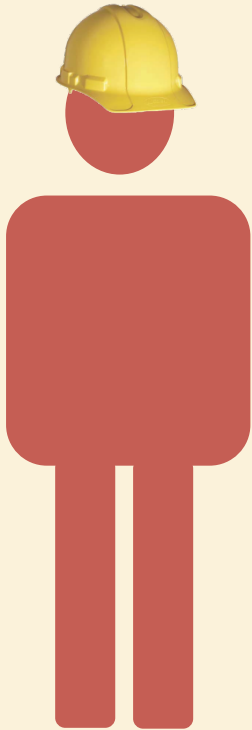
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Work Session



Going Up?



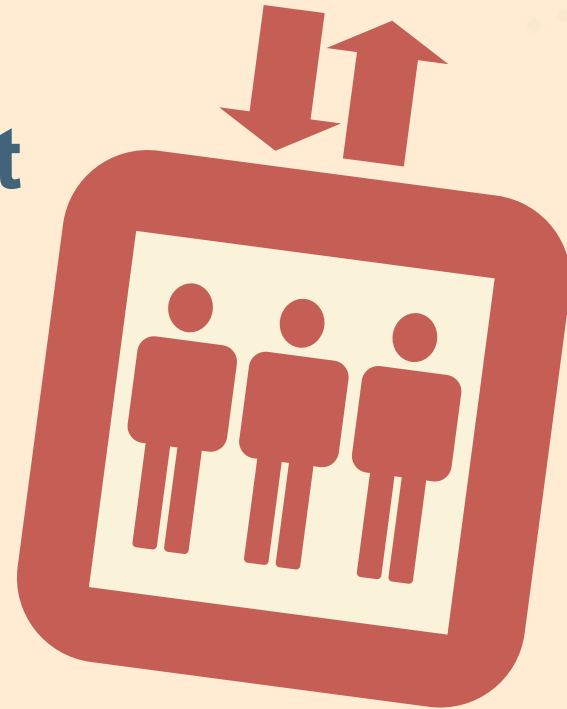


Next Steps

..... Start Where You Are

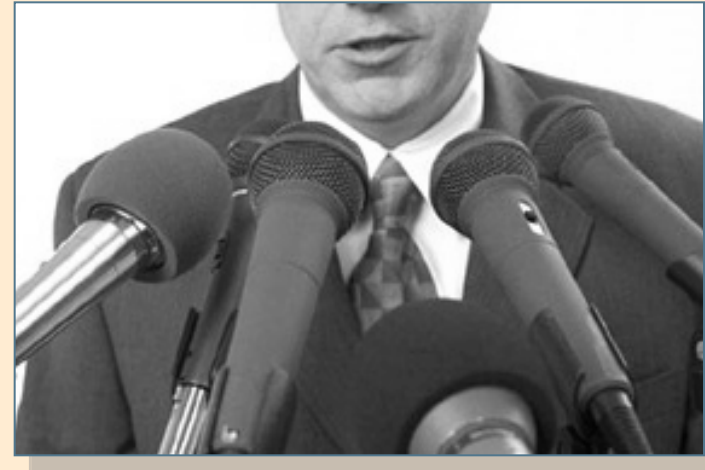
Prep People to Use It

1. Who?
2. How?
3. When?



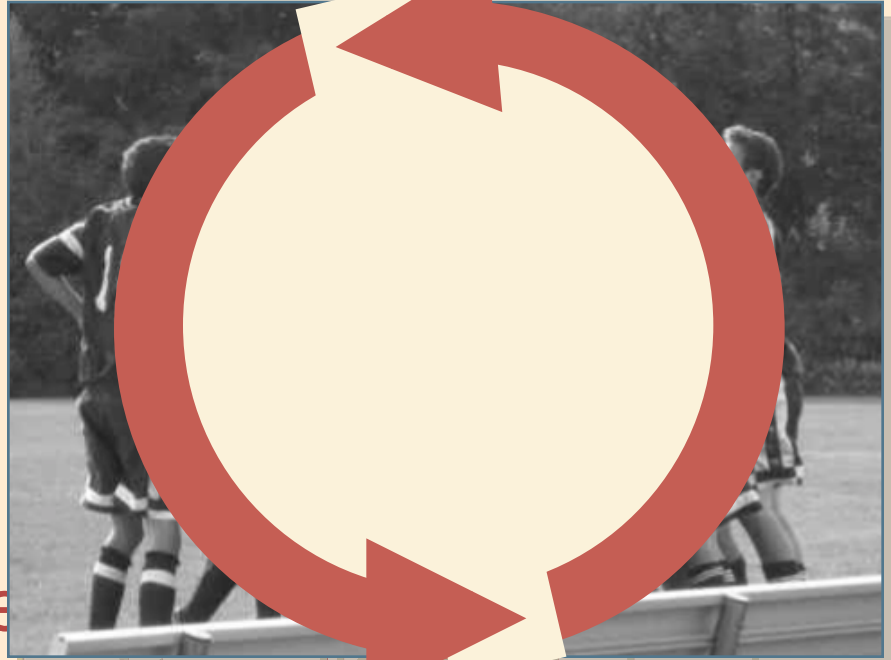
..... Who? Spokespersons.

- ✓ Board
- ✓ Staff
- ✓ Who else?



How? 3-Step Prep.

1. Boil down
2. Story
3. Practice



Ohio families
year, **because**
or think they don't qualify for federal
benefits.

When? Make a Schedule.

Name	Date	By	Done





..... **Congratulations!**

Congratulations!



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