

Thaler Pekar & Partners

Elevator Speeches

A successful, personalized elevator speech contains two important elements:

1. *Authenticity* – sharing your passion for the organization and letting your audience in on your personal connection to the organization
2. *Relevancy* – assessing your audience, addressing their specific interests and concerns, and inviting their personalized involvement

Think about what you want people to remember about your organization, and what you want them to do.

Add your own story.

Think *passion, relevance, and simplicity*.

General Elevator Speech Outline

1. Your involvement with your organization– what & why
2. What your organization accomplishes (think *what*, not how)
3. How the listener can get involved

A successful **fundraising elevator speech** answers the following questions:

1. What is your organization accomplishing?
2. Why is this work important?
3. Where is your organization headed?
4. How can a donor's support make a difference?

Be heard