



OCTOBER 14, 2017

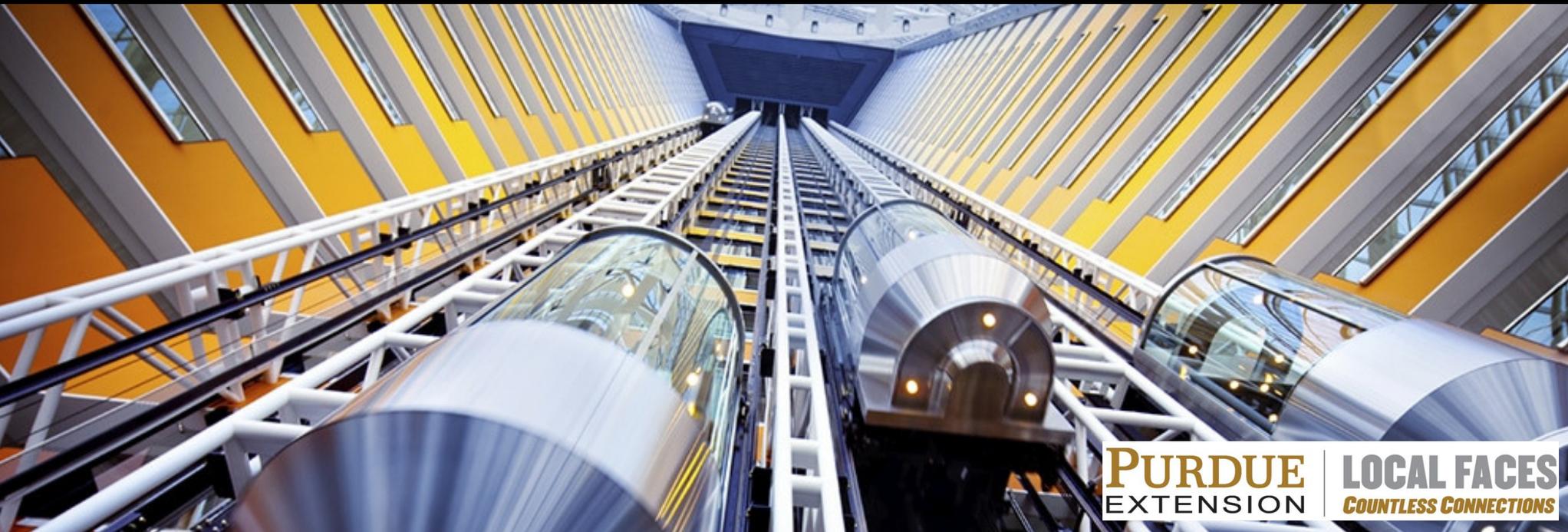


SAMM JOHNSON
4-H YOUTH DEVELOPMENT EXTENSION EDUCATOR
ALLEN COUNTY

what is it?



An elevator speech is a brief, easy to understand message that lets people know about your organization. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.





YOUR ELEVATOR SPEECH SHOULD BE:

BRIEF

PERSUASIVE

EXCITING

write it down.



- What's exciting about your county 4-H program?
- What keeps you coming back?
- How would you describe 4-H to someone who has never heard of it?



what's your goal?



Have a goal in mind. Whether it is getting more people to join 4-H or fundraising, having a goal will help you form your message.

try it.



- Now, put it all together and share your elevator speech.
- Practice, but don't practice so much that your speech sounds canned or inauthentic.
- Just have a conversation about something you love - 4-H!



PURDUE
EXTENSION

LOCAL FACES
COUNTLESS CONNECTIONS