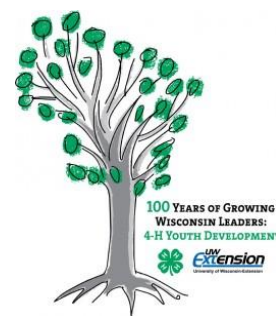


Crafting your 4-H “Elevator Speech”

It's important to have a quick, short, detailed message prepared to deliver when meeting with legislators or staff. You never know when you might run into a legislator or their staffer in a hallway or the elevator and you need something quick on the fly! (They are called “elevator speeches” because they should be short enough to be delivered in the amount of time you’d be in an elevator.) By preparing a brief elevator speech ahead of time, you will be set just in case you need a quick message to share!



An elevator speech should include core messages, but not be a verbatim, word-for-word recitation of the message. An ideal elevator speech will:

- Be very personal - it will include a personal story or experience
- Be very sincere - it will sound like you are passionate and concerned about the topic
- Last around 30 seconds - very brief, because you aren't in elevators for long
- Compel the listener to say "Really? Please tell me more!"

Here's a simple framework to help you create your personal 4-H elevator speech:

Introduction: "Hello, my name is _____ and I'm from _____ County. I'm part of _____ (include what 4-H Youth Development program you are connected to - 4-H community club, after school program, teen court, community coalition, etc.)"

Why we're here at the Capitol: "We're here celebrating the 100th anniversary of Wisconsin 4-H Youth Development, and sharing why 4-H Youth Development is important and beneficial to Wisconsin families and youth." Feel free to use pieces from the "Key Message Points for 4-H Day at the Capitol" handout in this section.

Personalize it: Include a sentence or two about what 4-H means to you. You could say:

- "My experiences in 4-H are..."
- "I have learned..."
- "My favorite 4-H project is _____ and here's why..."
- "I've been involved with 4-H Youth Development through the _____ program, and here's why it has been beneficial..."

Wrap Up & Thanks: "Thank you for supporting 4-H Youth Development programs in the past and we hope you'll continue supporting these leadership and life skill development programs into the future."