

Exercise #4 The Elevator Speech

In this exercise you will draft an elevator speech.

Instructions: Please work individually to fill in the blanks below. Then, practice your speeches in groups of six. One person from each group will present to the class.

Situation: You are invited up to the podium at real estate agent's Million Dollar Club holiday luncheon to accept a \$1,000 check. You are asked to also tell the audience of 300 people what the library does – in less than one minute. *Fortunately, you have your elevator speech prepared!*

Lois Jackson introduces you. You get up to the microphone, and you begin:

Thank you Lois for that kind introduction. On behalf of _____ Library, a heartfelt thank you for this generous donation. We will apply it to our greatest need: our Summer Reading Clubs for _____ (fill in the number) children and teens, which serve as an educational bridge over the summer, keeping minds sharp, building vocabularies and expanding horizons.

And here is a quick summary of the library.

Who are we?

What do we do?

Why does it matter?

Once again, thank you!