

The WRJ Elevator Speech From the Ground Up

Northeast District Kallah April 24 – 26, 2015
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I. An Elevator Speech Is:

- A verbal business card – giving key facts and relevant information about WRJ/sisterhood – who we are, what we do, and **what we can do for the listener**
- A short sales pitch marketing to prospective “buyers” to entice them to join, investigate, and or participate in sisterhood/WRJ
- A brief statement taking no more than 1 minute

11. Crafting an Elevator Speech:

- **Know your audience**
 - **Know yourself**
- A. Do your homework – know what WRJ/sisterhood does, its mission and programs Get information from WRJ and/or Sisterhood websites and/or Sisterhood annual reports
- B. Prepare a generic elevator speech and several elevator speeches geared to different target groups:
- general or non focused orientation
 - local and temple orientation
 - global orientation
- C. Refine elevator speech to reflect an interest in:
- assistance to temple
 - assistance to Youth
 - assistance to Israel
 - social action and advocacy
 - programming and learning
 - making friends and having fun
 - our own passion and reason for involvement

D. Write

- start with bullet points
- add a sentence or two for each bullet point
- cut out any extra words or thoughts
- review and revise
- learn it

III. Delivering your Message

- practice but do not memorize
- be conversational, passionate, comfortable, interactive
- be prepared for the why they will not join and stay positive