

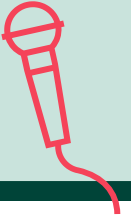
Crafting Your 4-H “Elevator Speech”



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!"



CONVERSATION STARTERS

Use these prompts to share your story!

- "Hello, my name is _____, and I'm from [your county]. 4-H has helped me explore a future career in _____ and gain skills like _____."
- "Did you know that NYS 4-H reaches over 250,000 youth every year with programs like welding, robotics, and career explorations? I have learned_____."
- Did you know 4-H provides hands-on learning opportunities for youth across New York? I've had great experiences like_____!
- I have been a 4-H member for _____ years! One of my favorite programs was _____ because _____.



YOUR 4-H EXPERIENCE

Fill in the following statements with your own words to tell your unique 4-H story to take with you to the NY Youth Agriculture Leadership Conference:

My favorite 4-H Memory is:

The most important skill I've gained is:

New York State 4-H connects youth to hands-on learning opportunities that help them grow into competent, caring, contributing members of society. 4-H, the youth development program of the Cooperative Extension system, works to create a world in which youth and adults learn, grow, and work together as catalysts for positive change.