



The Elevator Pitch

An **elevator pitch** or **elevator speech** is a quick, succinct summation of what AAUW is all about. Spoken, it should not last longer than 30 seconds! You want to say enough to cause someone to say, "Tell me more!"

Use this template to create your speech. Choose the statements you like, write them down, then rehearse your elevator speech to be ready to use it enthusiastically anytime, anywhere. It has been known to work in recruiting new AAUW members!

1. Start with a Snappy Intro:

- American Association of University Women (AAUW) is an organization that has been empowering women and girls since 1881.
- The American Association of University Women (AAUW) is the nation's leading voice promoting equity and education for women and girls.
- In American Association of University Women (AAUW) we examine and take positions on the fundamental issues of the day — educational, social, economic, and political. We have been doing this since our founding in 1881.
- We are a nonpartisan, nonprofit organization with 170,000 members & supporters, 1000 branches, 800 university partners.

2. Add one/two specific actions that make AAUW unique. Tailor it to a person's age/interests:

NATIONAL

- One of the world's largest **sources of funding** for graduate women, \$3.7 million in 2013-14.
- Awarded **six types of fellowships and grants** to 245 women and non-profit organizations. (*American Fellowships, International Fellowships, Career Development Grants, Community Action Grants, International Projects Grants, Selected Professions Fellowships*)
- AAUW's **Research reports** analyze equal opportunity for girls in schools, the pay gap, sexual harassment, and why there are so few women in the STEM fields.
- In 2013 **Lobby Corp volunteers** made over 1,500 visits to congressional offices to lobby on bills and issues such as Paycheck Fairness Act, Sexual Assault in the military, and the Healthy Families Act.
- For 29 years we have hosted **America's premier conference for college women** aspiring to be leaders (NCCWSL: National Conference for College Women Student Leaders- 2014, nearly 1,000 college women from every state and from around the world).

STATE

- Donated over \$2000 to the Turning Point Suffragette Memorial.
- Received Impact Grant from national to help branches with STEM and Equal Pay activities.
- Registered over 1,200 votes through our "Get Out the Vote" campaign in 2012.
- Sponsored annual State and Federal Lobby Days.

3. Then get more personal: Personally I enjoy...

BRANCH Include something that your branch has achieved and is proud of:

- STEM activity.
- Support a C/U partner school.
- Programs on ____.
- Book, theater, dining, discussion, game groups.
- Other programs and community outreach that put AAUW's research into action.

4. End with: If I can have your email, I will send you our newsletter and let you know when our next program/activity is.

See the next page for an example.

EXAMPLE ELEVATOR SPEECH

- American Association of University Women (AAUW) is a non-partisan, nonprofit that is a leading voice for equity for women and girls, and has been since 1881. As one of the world's largest **sources of funding** for graduate and post-graduate women, we gave \$3.7 million in fellowships and grants in 2013-14. In 2013 **Lobby Corp volunteers** made over 1,500 visits to congressional offices to lobby on bills and issues such as Paycheck Fairness Act, sexual assault in the military, and the Healthy Families Act. I am proud that my branch offered a screening of *Invisible War* to the public this fall. I especially enjoy the book group and the great women who participate in my branch. If I can have your email address, I'll send you our newsletter and let you know when the next meeting is.

This elevator speech actually takes 45 seconds to say.
Can you find ways to shorten it ?

NOW HERE IS WHAT YOU DO:

- Copy and paste a statement from #1 and #2 of the template into a document of your own.
- Add something personal from #3.
- Copy and paste statement #4.
- Read and adapt it to match your way of speaking. Then, read it, time it, and make other adjustments that work for you.
- Once you have your own speech completed, rehearse and time it again. Rehearse it multiple times so it sounds natural and conversational when you say it. After that, you will be ready to take into the world!
- Don't forget to adapt your speech to the interests of your listener and update when new AAUW actions occur.

Go to www.aauw.org to learn more about AAUW if you want other information for your elevator speech.