



Guide to Creating Your Elevator Speech

A Guide for Local MRC Units



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An elevator speech is a concise and memorable description of your Medical Reserve Corps (MRC) unit that anyone should be able to understand in the time that it takes to ride an elevator. Often, we have only a minute or two to connect with a potential partner or volunteer, particularly when attending conferences, health fairs, and other events. Everyone in your MRC unit, from volunteers to staff members, should be able to inform a potential supporter or volunteer about MRC in 30 seconds or less.

Your elevator speech should grab your listener's attention with a detailed but short impact statement. Limit your speech to approximately 50 to 150 words, or three to four short sentences. The goal of the elevator speech is not to explain the mission of your unit; instead, focus on providing key details about your unit in a short amount of time.

Begin your speech by briefly describing what you do, how you do it, and why it is important to the community. It is important to focus on the MRC unit's impact on the community. Practice your elevator speech with other people until it is understandable, concise, and easy to remember.

Sometimes, your elevator speech will be so effective that a potential partner or volunteer (i.e., your audience) will want to know more. Be prepared to provide specific examples of your unit's impact on the community. For instance, include details about specific events that your unit was involved in and the people who were served. Also, identify the benefits of becoming an MRC volunteer that might appeal to your audience. Be prepared to invite the audience to action by encouraging them to visit your Web site or attend an upcoming event. Do not be afraid to "make the ask."

Continue practicing the elevator speech until it sounds effortless and conversational. After hearing your speech, your audience should want to learn more about what you do and discover how they can become involved with MRC.