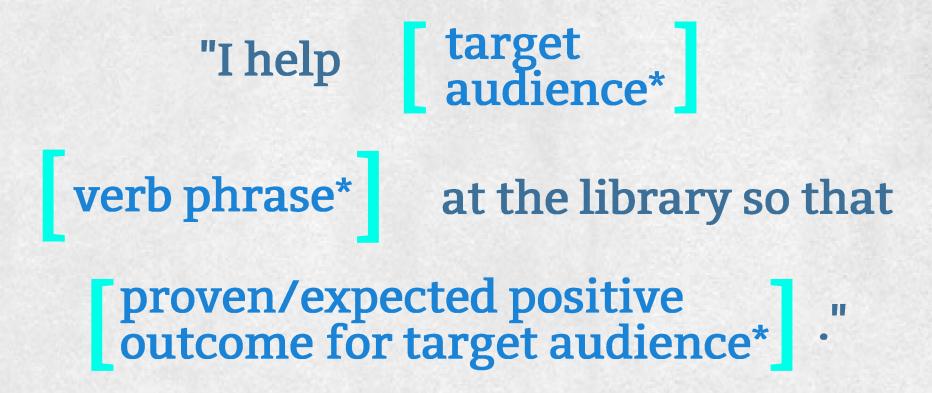
Creating an Elevator Speech

Using value-based language to advocate for library services to children & families

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Successful elevator speeches use value-based language to allow you to advocate for the transformative services the library offers children and families every day. Start building your own strong elevator speech with this template, where you replace the bracketed sections with the specific patron group, program, and outcome you want to tout:



Use this template to answer the common question asked of library staff: "What do you do at the library?"

Instead of answering with a job responsibility (e.g., "I do storytime at the library.") you can instead reply in a manner that highlights the impact of what the library offers in your community:

"I help parents and caregivers promote kindergarten readiness at the library so that their young children can start school ready to learn."

This type of value-based elevator speech is much more powerful for advocating for the library.



This infographic was created for ALSC by the 2014-2015 ALSC Public Awareness Committee (Amy Koester, Chair) using material created as part of the Everyday Advocacy initiative (Jenna Nemec-Loise, Member Content Editor). This infographic was created using easel.ly. © 2015

Sample Scenarios for Elevator Speeches

Talking with a local community organization:

What does

the library

do?

We help youth from low-income households to find, read, and learn from high-quality, interesting materials at the library over the summer so that they maintain their reading level and return to school ready to learn.

Talking with teachers & school administrators:



Talking with a manager or board member:

What goes on

in the youth

department?

We provide opportunities for young children and their caregivers to talk, sing, read, write, and play together at the library so that caregivers understand their vital role in helping their children be prepared to start kindergarten.

