

FAAST Elevator Speeches

Steps for Individualizing Your Elevator Speech.

1. Pick a target you know.
2. Research the target.
3. Begin with the 30 Second Elevator Speech Formula.
4. Think of a story you want to tell.
5. Individualize.
6. Put everything on paper.
7. Begin massaging.
8. Cut the jargon.
9. Ensure the message addresses one issue and solution.
10. Do your best to keep your 30 Second Elevator Speech at 90 words.
11. Memorize key points.
12. Practice.

#1 Formula to Organization Elevator Speech

NAME OF PERSON YOU ARE SPEAKING TO, do you know daily tasks that you may take for granted may be an obstacle for other people? **PROVIDE ONE SIMPLE**

EXAMPLE. I'm on the Board of FAAST, an organization that provides solutions to these types of issues and promotes independence. FAAST is the only program like this in the state. I'd love to tell you more about FAAST and give you a tour of a center. I'll call you in a couple of days. (Here's my business card.)

Example Organization Elevator Speech

Hannah, do you know daily tasks that you may take for granted may be an obstacle for other people. **A person with a disability might have problems lifting a spoon due to tremors.** I'm on the Board of FAAST, an organization that provides solutions to these types of issues and promotes independence. FAAST is the only program like this in the state. I'd love to tell you more about FAAST and give you a tour of a center. I'll call you in a couple of days. (Here's my business card.)

#2 Formula for Disability – Core Service - Solution

HOW WOULD A PERSON FEEL WITHOUT AN ABILITY? I'm on the Board of FAAST, an organization that provides solutions to problems like this one. SENTENCE THAT STATES FAAST CAN HELP THE PERSON FROM THE FIRST SENTENCE BY THIS CORE SERVICE. SPECIFIC STATEMENT ON CORE SERVICE. CALL TO ACTION/FOLLOW-UP.

First Example

How would you feel if your children couldn't play with their toys? I'm on the Board of FAAST, an organization that provides solutions to problems like this one. We help children with disabilities through our loan library. Families can borrow, at no cost, adapted toys. FAAST is the only program like this in the state. I'd love to show you

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some of these toys. I'll call you in a couple of days and schedule a visit to our center. Here's my business card.

Second Example

How would you feel if you lost for the ability to speak? I'm on the Board of FAAST, an organization that provides solutions to problems like this one. Individuals can visit one of our centers for a hands-on demonstration of devices that assist with communicating. FAAST is the only program like this in the state. I'd love to show you some of these devices. I'll call you in a couple of days and schedule a visit to our center. Here's my business card.

Third Example

How would you feel if everything you tried to read was too small, even with glasses? I'm on the Board of FAAST, an organization that provides solutions to problems like this one. Individuals can visit one of our centers for a hands-on demonstration of devices that magnify words in a book or on a prescription bottle. FAAST is the only program like this in the state. I'd love to show you some of these devices. I'll call you in a couple of days and schedule a visit to our center. (Here's my business card.)