

# ELEVATOR SPEECHES THAT MAKE AN IMPACT

Every year, your chapter still has an opportunity to make a lasting impression on other campus leaders by building a strong and impactful elevator speech. If your chapter already has an elevator speech, consider re-visiting it to make sure it will continue to help you recruit and build relationships with students on campus in this new environment.

An elevator speech answers the question, "What is APO?" While you may be eager to share all that you know and have experienced as a member, the formula below will help you spread the word about APO in a clear, concise and catchy manner:

**1**

**HEADLINE:** Grab their attention. This first part should be a sentence that prompts the listener to want to know more – something catchy or unique that can fit into one or two sentences. For example: "For me, Alpha Phi Omega is what makes my college experience unique. Despite the circumstances on our campus, I have a community of fellow servant leaders in APO who are making the world a better place – and having fun doing it!"

**2**

**WHAT YOU DO:** In this part of the speech, talk about what your chapter does. Be specific. For example: "APO celebrates Leadership, Friendship and Service, even through adversity. Our chapter provided more than 1,000 hours of service last year to 17 different organizations on campus and in the community. This year, we're expecting to exceed our goal of 1,200 service hours."

**3**

**WHAT MAKES APO DIFFERENT:** The information you have already shared may have differentiated APO from other organizations, but set it apart even further, if possible. For example, "The thing I really love about APO is that it accommodates my personal passions and skills. I love serving with the local Boys and Girls Club and introduced a few projects for other members to join me in service. Now, we partner with them regularly and a fellow member even started an internship there! Any member can create their own events or promote their favorite type of service."

**4**

**ASK A QUESTION:** This part is important because you have just given the listener a lot of information. Give them a moment to process and then ask them a question like "Why do you like to serve?" or "How do you like to improve our campus or community?" or "Would you be interested in coming with me to our next meeting/service event/game night?" Asking a question will give them the opportunity to participate in the conversation.

When read out loud, the above examples result in a cumulative 30 seconds. This is about the length you want for an elevator speech. Remember, you don't want to overwhelm whomever you're talking to or give them too much information. Keep it simple and passionate and that will resonate more than anything else.

Try practicing all of these techniques with your chapter at your next chapter meeting! Practicing can be a great way to ensure that you come off confident and knowledgeable the next time you're recruiting someone to join Alpha Phi Omega.