



Creating an Elevator Speech for Advocacy

An elevator speech is a short description of an idea, person, or company that explains in a way such that any listener can understand it in a short period of time. This description typically explains who, what, why, and how.

An elevator speech can be used with elected officials, business and community leaders, healthcare providers or anyone who you want to educate.

Your Elevator Speech:

First and last name: _____

One sentence about yourself: _____

One or two sentences about what you do: _____

A sentence about who you are impacting: _____

A sentence about what makes you unique: _____

A sentence about what you want them to do. Include that you will leave a one pager, card, or other hand out with your contact information:

It is okay to have someone help you with this project. Those who are nonverbal may type or write the speech or use a communication device to share the elevator speech.

Student Example

Hello! My name is Nicholas Hadaway.

I am a student at the University of Louisiana at Lafayette in the UL LIFE Program.

I am studying political science and hope to work in politics or advocacy when I graduate in 2024.

My goal is to help people understand how important inclusive college is to people like me – people with intellectual disabilities. College has helped me learn how to be independent and get ready to live my life successfully.

We need your help improving opportunities for people with intellectual disabilities to go to college. The more college programs, the more people like me will be able to have the same opportunities to learn and grow like me. Thank you for your time.

Staff Example

Hello! My name is Caroline Jurisich.

I am the Director of UL LIFE at the University of Louisiana at Lafayette.

UL LIFE has a 98% retention rate, and an 87% employment rate, much higher than the national employment rates for people with intellectual disabilities. Our students are employed in the community and within the university and paid equally as their peers. Our program is one of six in the state of Louisiana, and more are on the horizon. It is so important we have support from policymakers to continue growing new and existing programs.

More students deserve the opportunity to pursue higher education. Students across the country have the education, training, and experiences that will support them in pursuing careers, living independently, and contributing to their communities in a meaningful way.

I can see firsthand how these programs impact the enrolled students in the program, as well the undergraduate students and faculty. As a Think College Policy Advocate team member, thank you for this opportunity. I look forward to continuing conversations about inclusive postsecondary education.

This document is modified from the [National Down Syndrome Congress Creating an Elevator Speech Template](#).