

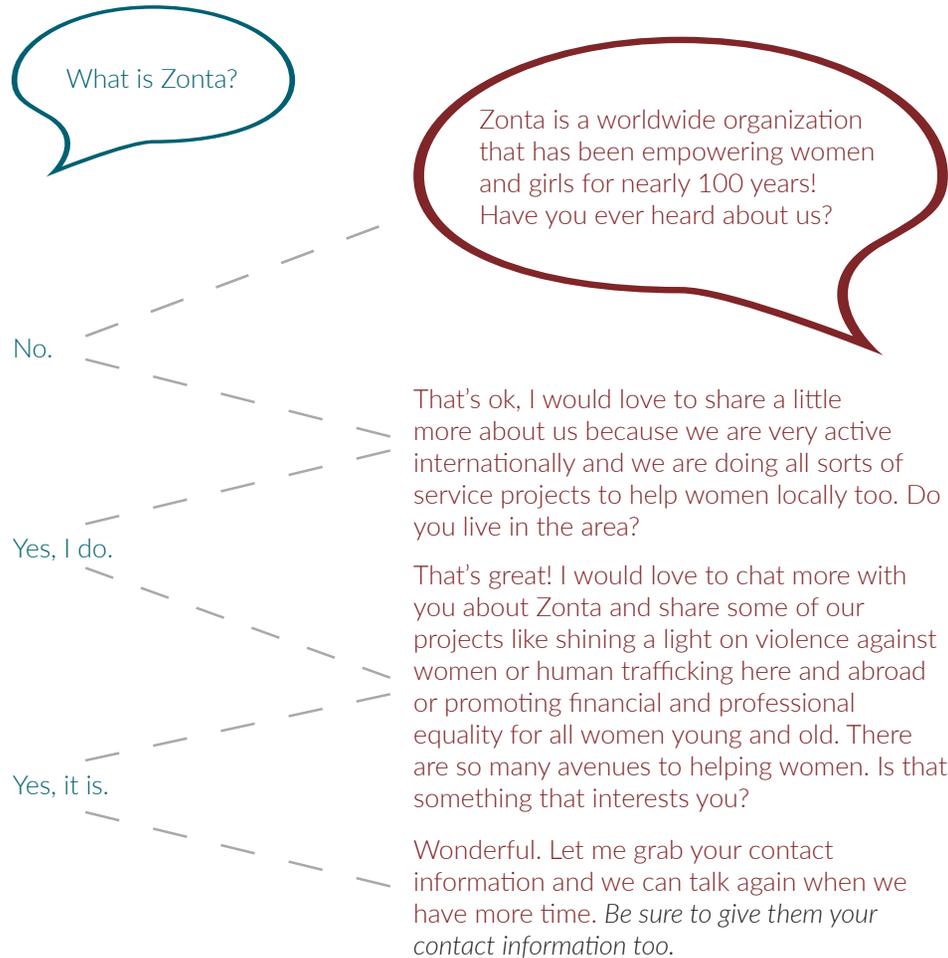
## Elevator Speech Examples

### What is an elevator speech?

An elevator speech is what you say to someone to promote Zonta when you have just a few moments to do so—like the short time of an elevator ride. It is about starting a conversation and opening the door for them to want to learn more about our organization. The goal is to get their contact information so you can follow through when there is more time.

### How do you do this?

First, have a brief description of Zonta ready, and more importantly, a good follow-up question to engage them and discover more about them.



**What is Zonta?**

**No.** Zonta is a worldwide organization that has been empowering women and girls for nearly 100 years! Have you ever heard about us?

**That's ok, I would love to share a little more about us because we are very active internationally and we are doing all sorts of service projects to help women locally too. Do you live in the area?**

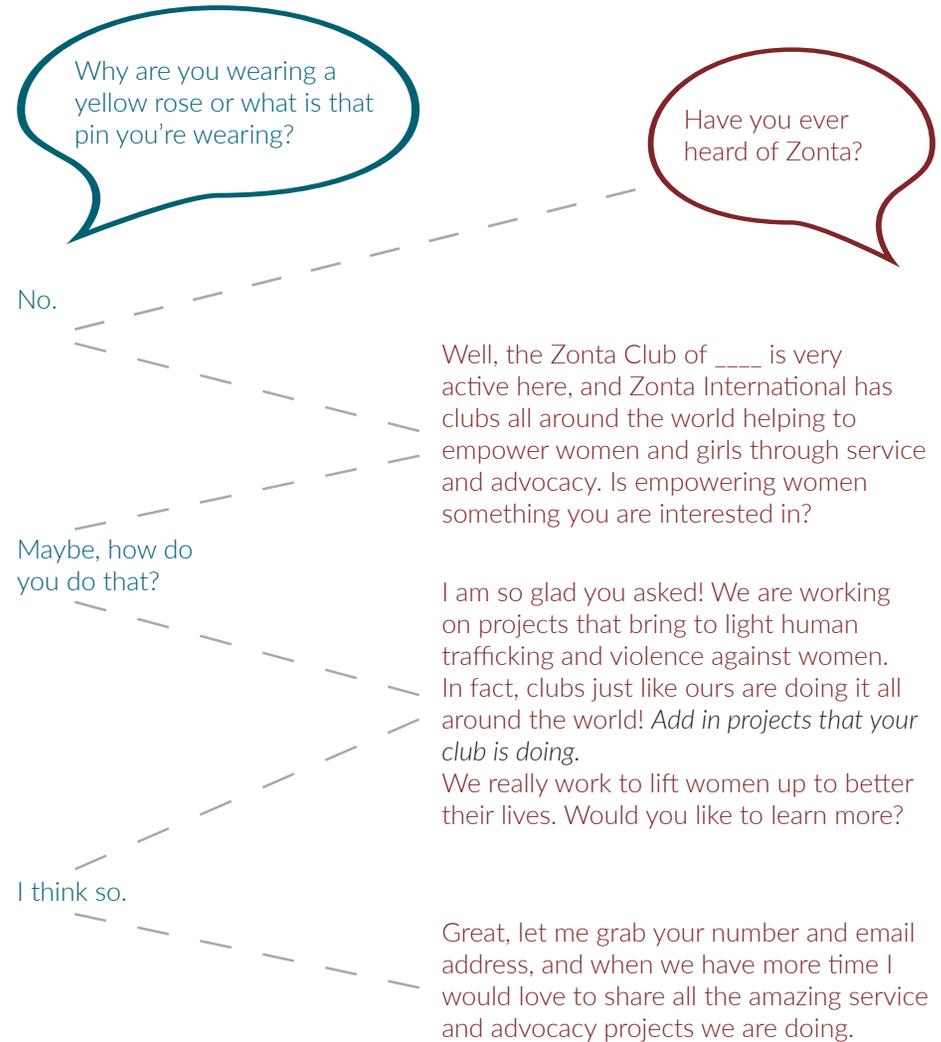
**Yes, I do.** That's great! I would love to chat more with you about Zonta and share some of our projects like shining a light on violence against women or human trafficking here and abroad or promoting financial and professional equality for all women young and old. There are so many avenues to helping women. Is that something that interests you?

**Yes, it is.** Wonderful. Let me grab your contact information and we can talk again when we have more time. *Be sure to give them your contact information too.*

#### What do you do if they say they do not live in the area?

No problem, we have clubs all around the world. Where do you live?

Get their information and then forward it on to the club closest to them and let him or her know about that club and their website.



**Why are you wearing a yellow rose or what is that pin you're wearing?**

**Have you ever heard of Zonta?**

**No.** Well, the Zonta Club of \_\_\_\_ is very active here, and Zonta International has clubs all around the world helping to empower women and girls through service and advocacy. Is empowering women something you are interested in?

**Maybe, how do you do that?** I am so glad you asked! We are working on projects that bring to light human trafficking and violence against women. In fact, clubs just like ours are doing it all around the world! *Add in projects that your club is doing.* We really work to lift women up to better their lives. Would you like to learn more?

**I think so.** Great, let me grab your number and email address, and when we have more time I would love to share all the amazing service and advocacy projects we are doing.

Be sure to give them your contact information too.

What is Zonta?

I am so glad you asked. Zonta International has been empowering women worldwide through service and advocacy for nearly 100 years, and locally for *(include amount of years your club has been active)*! Have you heard about human trafficking?

Yes, just lately, in the news.

Women and girls are trafficked all over the world for labor and sex, and Zontians have been working for years to shine a light on this atrocity. In fact, an international service project is dealing with human trafficking and unsafe migration of girls in Nepal. I have learned so much from being a part of Zonta. Would you like to know more about us?

Possibly.

Wonderful! Let me grab your contact information. When we have more time, I would love to share all the amazing service and advocacy projects we are doing.

Be sure to give them your contact information too.

Young person:

I just heard of Zonta but have no idea if it is for me.

No problem. What would you like to know?

Well, I was wondering if it is going to be more about older women's issues or would it help my generation too?

Definitely, you are our future! The service and advocacy projects we do to empower women will make a difference for you and young women worldwide. Another benefit for younger women is the mentoring and leadership development. I wish I had joined my Zonta club earlier. Would you like to hear more about Zonta?

I would.

Great! Let me grab your information and if you want to check out our club/district's Facebook page or website, please do.

Be sure to give them your contact information and any social media information too.

As you can see, it is not about telling the person everything you know about Zonta, but rather giving a little information, finding out more about them and getting their contact information. Following through is the key. Be sure to touch base with them quickly, remind them who you are (do not assume they remember), then invite them to a meeting, service/advocacy project or fun event. It takes cultivating the relationship and dripping a little bit of Zonta knowledge on them—not drowning them.