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# 4-H Volunteer Elevator Speech

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*An elevator speech is a very short summary highlighting why 4-H is an important part of your life. With a little planning, you can “sell” the 4-H program with very little time and effort.*



## Features of your Elevator Speech

- **Length:** 30-60 Seconds. Remember, it is no longer than a typical ride in an elevator.
- **Message:** Make your message have IMPACT. What do you want your audience to remember? Share a story, facts & figures, or any other important information about 4-H
- **Tone:** Be sincere while keeping your speech “conversational.” Practice it until you are comfortable with how you sound and the content.
- **Outcome:** Leave the listener wanting to learn more! Be ready with your contact information just in case.

## Parts of your Elevator Speech

- **Introduction:** Introduce yourself and Arkansas 4-H. A good handshake goes a long way.
- **Body:** Include current, relevant, and impactful information. What do you want the audience to remember? You want your listener to “buy” your message and leave wanting to learn more about 4-H.
- **Conclusion:** Thank them for their valuable time. If they seem interested, get some contact information and follow up with them or invite them to contact your county extension office for more information on 4-H.

**Who is your Audience?** Who are you speaking to? What is the most important thing for them to hear? What will they remember after you speak? Sometimes a good story goes further than a statistic. Can you share a recent program or accomplishment or simply tell how 4-H has impacted your life.

**What is your Environment?** Not all elevator speeches are on an elevator, be aware of your surroundings. How can you maintain the attention of your audience? Can you remove distractions? Speak up if needed, but do not shout your speech. Always speak clearly and keep it short and sweet to keep your audience’s attention.

**What does your body language say?** Are your arms crossed, are you timidly whispering? Your body language and tone of voice needs to be consistent with your message. Non-verbal cues speak just as loudly as your words.

**Are you valuing the other person’s time?** If you have gone over 60 Seconds, you may lose the attention of your audience. If they are asking questions, awesome, you have piqued their interest. Congratulations! Leave them with some contact information and thank them for their time.

### Talking Point for Arkansas 4-H

- Number of people impacted by 4-H in your community
- Number of clubs in your county
- Educational Plan -- Learn by doing
- Interesting and innovative projects youth are taking part in
- Value of 4-H to community (community service, family & life skills)
- Partners involved in 4-H
- Community support and key stakeholders

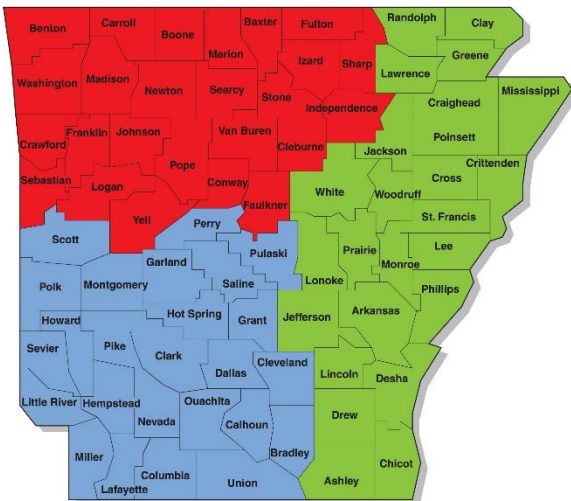
### Benefits of being a 4-H Volunteer

- Watching others grow, adapt, and learn.
- Making positive contributions in the lives of:
  - Youth
  - Families
  - Community
  - State
- Feeling the reward of sharing your skills, talent, knowledge, and time.
- Developing lifelong friendships.
- Enhancing personal skills and potential career options.
- Garnering recognition from the local and/or state 4-H program for your contributions.
- Opportunity to travel to and attend events district-, state-, and nation- wide.
- Continued education opportunities in leadership and management.
- Contributing to the betterment of your community through youth education.
- Other Benefits: \_\_\_\_\_

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**Arkansas 4-H  
serves youth in  
all 75 counties  
of our state!**