**United Way of Southeast Louisiana Elevator Speech**

The reality is, half of households in our community do not make enough money to make ends meet – and that’s where United Way comes in. We fight for the most vulnerable among us.

We find expert, local partners who are aligned with our Blueprint for Prosperity and believe in collaboration and accountability. We fund trusted nonprofit service providers through our collective impact model. We advocate for bipartisan policy that drives systems-level change.

When you invest in your community through United Way, you help more children succeed in school, more families lead healthy lives, and more people grow their incomes to become financially stable.

Together, we make more impact than any one of us could create alone when we work toward a shared goal – eradicating poverty.

**Tips for Success**

Remember, your United Way experience makes you our best advocate, so add your own message on why you got involved.

PRACTICE. PRACTICE. PRACTICE. Get comfortable with what you have to say so you can breeze through it when the time comes.

And keep in mind, your elevator speech isn’t meant to tell someone EVERYTHING that we do, it is designed to play the role of a primer; a high-level, basic introduction to our work. The idea is that you can deliver your pitch to someone in the amount of time it will take an elevator to get you both where you're going.

Given that, an effective elevator pitch should give the audience just enough information that they will have a sense of what you are talking about and want to know more, but never so much that they will tune you out.