# Elevator Speech Samples

By: Holly Wingard

One of the most challenging tasks for a Parent Liaison is to formulate what to say (in a short amount of time) when recruiting volunteers for the Parent Coalition. The following are three samples that you can use in your recruiting efforts. Each one is a little different depending upon the audience and personality of the Parent Liaison. Please feel free to modify it to your personal presentation style. If you have any questions or need help formulating your own talking points, please speak with your director or your TA consultant.

**Sample 1**

Hello, my name is _____ and I am the Parent Liaison for the _____ County Great Start Parent Coalition. Thank you for giving me a few minutes of your time. I will keep this brief, as I know that it is hard to listen and entertain children at the same time.

I represent a group of parents in our county that are coming together to educate our community on the importance of Early Childhood programs. The Great Start Parent Coalition is made up of parent volunteers, who are passionate about ensuring that the children in our State have access to the programs and services that they need to be healthy, safe and ready for kindergarten!

This past year, our legislators eliminated the funding for several early childhood programs and threatened to take away funding for many other programs. The Great Start Parent Coalitions all over the state of Michigan spoke up and defended the funding for our children. While we had some success this past year, we need to be prepared to fight even harder this year. With the elections coming up in November, we need all of the voices that we can gather to tell our Legislators and other decision-makers that our children matter. The more voices we have reminding them that our children need to be a priority, the better our outcomes will be!

If you would like to help us by lending your voice, your opinions, and your expertise as a parent, I want to invite you to add your name to our email/mailing list. We send out information about advocacy, articles about child development and notices about events and programs available in our area for families with young children. I would also like to invite you to attend one of our meetings – the next on is on _____ at _____. We have a wonderful, fun group of parents in our local Coalition who welcome your involvement!

**Sample 2**

The Parent Coalition is a group of volunteer parents who are committed to seeing that all children, ages 0-5 become successful in life. We meet once a month to develop leadership and advocacy skills, to learn about community resources, and to have a platform to discuss issues that are important to us as parents. We do all this while having fun and building long-lasting relationships. Not to mention, we are a group who gets things done; from saving preschool education and the Nurse Family Partnership to helping a parent navigate through a school system in order to get her child the resources he so desperately needed.

**Sample 3**

The Great Start Parent Coalition is a group of parents, grandparents, really anyone who has a child or children in their care who is an infant through age 12. The coalition members are people from throughout the county who represent the diversity of our county. We get together once a month to discuss issues and ideas regarding children birth to age five within our county. Sometimes we have trainers who come in to speak, or we ask for opinions and ideas related to different things within the county for or about children.

We work closely with our Great Start Collaborative which is a group of decision makers from within our county from different agencies and organizations. These people meet every other month to work on different tasks and ideas relating to children. They ask the coalition's input on different ideas and tasks.

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We are meeting again on _____ at _____ from ____ to _____. Here is my business card if you have any questions or would like to RSVP let me know. I would love it if you could join us.