



Writing Your Own Narrative – What’s Your Library’s Elevator Speech?
Presenters: Paula Gilbert & Brandi Hunter-Davenport

Tuesday, October 16, 11 a.m. to 12 p.m.

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Definition: *An elevator speech is a brief opportunity to answer the questions, “What do you do?” and “Why should I care?” The goal is to plant a seed of curiosity so as the elevator doors “open”, the listener says, “I want to learn more.”*

Your Elevator Speech Version 1

Along with other libraries statewide, our library is powering Pennsylvania’s future by helping people build five essential types of literacy skills – basic, information, civic and social, health, and financial literacy.

_____ Library is using the Pennsylvania Library Association’s PA Forward framework to demonstrate how libraries are investing in the communities we serve. Partnering with companies, organizations and volunteers, we’re offering programs, opportunities and resources that increase literacy levels throughout the state.

Through our community programs and print and online resources, our library helps people meet the demands of ever-evolving societal changes, reaching their maximum potential. It is our belief that when we maximize the potential of our patrons, they in turn maximize the potential of their communities and those investments maximize Pennsylvania’s potential overall.

For example, our library helps _____ build _____ literacy skills through

_____.

Do you have a card? And here’s mine. Let’s stay in touch and talk further about how we can create a community partnership between the library and your organization to help our residents succeed in life.

Your Elevator Speech Version 2

What have I been up to lately?

Well, at our library we've been getting involved with a statewide initiative called PA Forward.

Public, academic, and school libraries power Pennsylvania's future by helping people improve their literacy skills in five essential areas – basic literacy, information literacy, civic and social literacy, health literacy, and financial literacy. These knowledge areas are key to all our success as citizens, parents, students, employees, and consumers.

Our library, the _____ Library, already connects literacy to our patron's lives. An example of _____ literacy at work is demonstrated in our _____ program. This program which helps _____ learn _____.

Without libraries, literacy levels cannot improve ... and libraries must have the resources in place to help our citizens succeed.

PA Forward is focused on making sure Pennsylvania's libraries have what they need to help people meet the demands of our globally-evolving society.

For more information about PA Forward, visit www.paforward.org. You can also talk with the staff at the Pennsylvania Library Association to learn more ways to get involved. Our library looks forward to partnering with you.

Resources:

- <https://articles.bplans.com/the-7-key-components-of-a-perfect-elevator-pitch/>
- <https://articles.bplans.com/how-to-create-an-elevator-speech-with-examples/>
- <https://www.cmu.edu/career/documents/quick-tips/elevator-pitch.pdf>
- <http://www.iste.org/docs/pdfs/iste-advocacy-toolkit--elevator-pitch-template.pdf>