

## **Building Your Elevator Speech: *Being Prepared to Recruit Volunteers***

When you need to be ready to speak effectively about recruiting new volunteers.  
This is about being prepared.

The average attention span is just about 30 seconds before minds start wandering, so you may only have 30+ seconds to make a powerful first impression. Think of this time as if you are going on an elevator ride from Floor 1 to Floor 5. You have that sliver of time to open the door to educate.

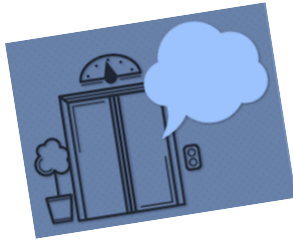
**Your pitch could include:  
your passion volunteering – statistics – storytelling – invitation to future opportunities**

Here's worksheet to walk you through the process. Answer all 8 questions and you could have the base of your elevator speech. Put it all together – say it out loud just to yourself. Practice it. Practice saying it to others. Time yourself. Know it. Have it in your “volunteer recruitment toolbox.” Be ready to talk.

If you are not able to answer a question today, this is sign that you need to do some additional preparation when that next elevator speech opportunity pops up! We suggest that you reflect on your experiences, impact and accomplishments. Develop several possible answers so that you have the greatest chance for turning an opportunity into a contact into a new volunteer the next time those elevator doors open.



Document created for Volunteer Fairfax's Webinar: Teaching Your Volunteers the Elevator Speech,  
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Approval given to adapt for your organization's use.



# Elevator Speech Worksheet

## *Being Prepared to Recruit Volunteers*

Topic	<i>"In your own words"</i>	Content Comfort Level? 1 to 5
<p><b>Your name</b> <i>"My name is ____."</i></p>		
<p><b>Who are You?</b> <i>I am a volunteer with the Virginia Master Naturalists</i></p>		
<p><b>What roles do volunteers play at your volunteer organization?</b> <i>"Our chapter has 270 trained volunteers. We support natural resource projects through education, citizen science and stewardship."</i></p>		
<p><b>What's the best thing you've seen a volunteer do at your organization?"</b> <i>If you need ideas, check out the Success Stories on our public website <a href="http://fairfaxmasternaturalists.org">fairfaxmasternaturalists.org</a></i></p>		
<p><b>What part of your volunteering program means the most to YOU?</b> <i>Your personal answer awaits!</i></p>		
<p><b>Our organization is always seeking new volunteers..."</b> <i>"We have training classes twice a year and welcome new applicants."</i></p>		
<p><b>Toss it back – Ask an engaging, open-ended question.</b> Would you like to make this kind of difference?</p>		
<p><b>Ask for an action.</b> <i>"Interested? Email <a href="mailto:vmnfairfax@gmail.com">vmnfairfax@gmail.com</a> for information about our next class or to sign up for our newsletter."</i></p>		