

Elevator Test Worksheet

1. What's your organization's name? (WHO)
2. What kind of organization are you? (WHAT)
3. Whom do you serve? (FOR WHOM)
4. What pressing social problem do you address? (NEED)
5. What makes you unique? (WHAT'S DIFFERENT)
6. Why should they care? (SO WHAT)
7. Reformat your responses to questions 1-6 into a few sentences you might use to respond to the question, "What is EHC?" (ELEVATOR SPEECH)

Example: Population Services International

PSI (*WHO*) is a global nonprofit (*WHAT*) that works to improve the health (*NEED*) of the poor and vulnerable in 60 developing nations around the world (*FOR WHOM*). Combating diseases like HIV/AIDS and malaria that kill millions around the world (*SO WHAT*), PSI saves lives by using the power of the private sector to distribute and market health products to the neediest people. (*WHAT'S DIFFERENT*)

Source: Williamson, D. (2009). "Marketing and Communications in Nonprofit Organizations," *Essays on Excellences: Lessons From the Georgetown Nonprofit Management Executive Certificate Program*. Center for Public and Nonprofit Leadership, Georgetown University.

8. Revise your elevator speech based on feedback you received from other club members.