

## RECOMMENDED “ELEVATOR SPEECHES” ABOUT RAINBOW

An elevator speech is like a short commercial; it is a clear and brief message that shares who you are, what you want, and how you can be beneficial.

We often talk about the importance of having an elevator speech about Rainbow, so we can clearly, quickly and consistently describe Rainbow and get girls and their parents interested in learning more about Rainbow. Unfortunately, sometimes we share too much information too fast, which can be overwhelming. This often leaves girls and adults with the impression that they don't have time or cannot afford to be involved in Rainbow.

During the Jr. Grand Executive Committee (GEC) retreat, in October 2018, the members of the committee discussed how to “sell” or at least get people interested in learning more about Rainbow in less than 60 seconds, like a commercial. Based on their discussion, they developed a recommended elevator speech for girls and separate elevator speech for adults. Both messages are short and focused, because these messages also focus on key words that are important to associate with Rainbow. The separate message for parents is intended to show the value of Rainbow membership to adults.

### Recommended “Elevator Speech” for Girls (possible members)

- Rainbow is a non-profit, youth group for girls ages 11-20;
- Focused on service.
- Rainbow teaches girls leadership and public speaking skills.
- I have been a member for \_\_\_\_ (months/years).
- And, the most important thing I have learned is \_\_\_\_\_.
- We have a fun/service/fundraising/membership event coming up, you should join us!

### Recommended “Elevator Speech” for Adults (parents, teachers, bosses, community leaders)

- Rainbow is a non-profit, Masonic youth group, for girls ages 11-20.
- Rainbow “Gets Girls Ready for Life” by teaching girls the importance of community service, as well as leadership and public speaking skills.
- These experiences are great for resumes and college applications.
- Rainbow also awards scholarships each year!
- I have been a member for \_\_\_\_ (months/years)
  - Through Rainbow, I have had the opportunity to: \_\_\_\_\_ (this could include: fun, meet new people, travel, learn organizational skills, time management skills, memorization skills).

### Information to be shared AT the upcoming event

The Jr. GEC recommends saving some information about Rainbow until the event or a subsequent conversation. This includes:

- We have 2 meetings per month
  - Our assembly meets on the \_\_\_\_\_
- We also have fun activities, service projects and fundraising events to support our assembly expenses
  - At our meetings, we wear short or long dresses and we have memorized ceremonies (This may be an opportunity to mention your assembly’s “dress closet”)
- Then, let them ask questions!!