

Elevator Speech; Who, What, Where, Why, When, How? Tip Sheet

Who?

- Caring, knowledgeable, culturally competent staff members
- Well-trained community volunteers
- Serving children in poverty
- Serving students in need of additional support to ensure their success in life

What?

- High-quality academic support
- Homework help and/or tutoring
- Enrichment programming (engagement in the Arts; STEM; Service Learning/Community Involvement)
- Enhanced social skills/character development
- Nutritious meals/snacks

Where?

- Safe & Structured Environment
- School Based Setting
- Community Based Organization (CBO) Facility
- Faith Based Location

When?

- Before school
- Afterschool (when children and youth are most at risk unsupervised)
- XX days per week/XX hours per week
- Equivalent number of additional instructional days
- School year, Summer, Non-school days

How?

- Well-designed and engaging learning opportunities (“hands-on”)
- Positive role modeling
- Mentoring relationships
- Fostering parental involvement
- Adult learning opportunities/community education
- Full-Service Community School approach

More words that resonate

- Quality
- Hands-on Learning
- Safe & Structured Environment
- Academic Support
- Healthy Behaviors
- Culturally Competent
- Fun & Engaging
- Informative