



**Designing the Perfect “Elevator Speech:**  
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### **What is an “Elevator Speech”?**

Have you ever been asked “What is FCCLA?” or “Why are you all wearing red shirts?” or any other question regarding FCCLA? The “Elevator Speech” is the short, one to two minute speech (more of a discussion than a speech) you would give to answer those questions. We call it the “Elevator Speech”, but you don’t need to use it in an elevator; you can use it anywhere to publicize and promote FCCLA quickly. Read the steps to designing the perfect “Elevator Speech” below!

### **Step 1: Introduction**

State your name, your school or state (optional), and what you do in FCCLA. Also, don’t forget to shake their hand!

*Example: My name is Ally Miller and I’m the Colorado FCCLA Vice President of Public Relations.*

### **Step 2: What is FCCLA?**

State what FCCLA stands for and what FCCLA focuses on

*Example: FCCLA stands for Family, Career, and Community Leaders of America. We focus on leadership in middle school and high school students through the involvement of Family and Consumer Sciences.*

### **Step 3: Elaborate on FCCLA**

At this point, the person whom you are talking to may have asked you a question about FCCLA. Below are frequently asked questions and how to answer them. If they haven’t asked you a question, talk about what you do in FCCLA at the chapter, district, state, or national level.

*Example: As the Colorado FCCLA, Vice President of Public Relations, I promote Colorado FCCLA and inform members through social media outlets like Facebook and Twitter.*

#### **Step 4: Conclusion**

At the end of your speech/discussion/conversation, make sure to thank the person you are talking to.

Example: Thank you and it was nice meeting you.

#### **Frequently Asked Questions (And how to answer them)**

1. What can students do in FCCLA?

This is the opportunity to talk about STAR Events, National Programs, the National Outreach Project (Share Our Strength: No Kid Hungry), and leadership. Pick one or two topics to talk about (remember, “Elevator Speeches” are never too lengthy) and relate it to a personal experience.

*Example: Students in my high school compete in STAR events such as Interior Design, Fashion Design, Food Innovations, and Recycle and Re-Design. There are more than twenty events members can choose from.*

2. Who are the students in red blazers?

The students in red blazers are FCCLA officers. FCCLA is a student led organization. Officer positions include president, vice president, secretary, and other positions focusing on different parts of FCCLA. (Some other positions are VP of Events, VP of Finance, 2nd Vice President, VP of Publications, VP of Membership, VP of Recognition, VP of Public Relations, and VP of Programs.)

3. How does FCCLA give back to the community?

Members participate in the National Outreach Project for Share Our Strength: No Kid Hungry. No Kid Hungry campaigns to end childhood hunger in America by 2015. Members raise money for No Kid Hungry by holding local fundraisers.

The more informed you are about FCCLA, the easier it will be to answer the tricky questions. You can find information about National Programs, STAR Events, the FCCLA Mission, the Eight Purposes, and the Program of Work on the National and Colorado FCCLA Websites.

Your “Elevator Speech” will help you promote FCCLA and portray a positive image on FCCLA and our members. With a good foundation, the possibilities are endless!