Rotary International
Elevator Speech Template
What is Rotary

You are the best public relations resource for your Rotary club. But when someone asks you to describe what Rotary is or what your club does, do you find it difficult to answer quickly and simply? If so, you need an "elevator speech," a brief prepared statement that **simply and concisely** explains Rotary and highlights your club and its accomplishments in the community.

Keep your speech short — no more than 30-60 seconds — and focus on specific club projects and achievements. Give some general information about Rotary, and explain the benefits you have received from being a Rotarian. Be as specific as possible, and avoid generalities like "Rotary changed my life" and "Rotary has changed the world."

Use the template below to draft your elevator speech, then test and refine it until you have a simple, clear message that works for you.

Hello! My name is _____ and I'm a member of the Rotary Club of _____.
Rotary is…
What we do in our community is…
Around the world, Rotary has accomplished …
So that … (benefit to community, world, and you)
We are committed to…