

Crafting an Elevator Speech

Legislative Advocacy Series, Session 5



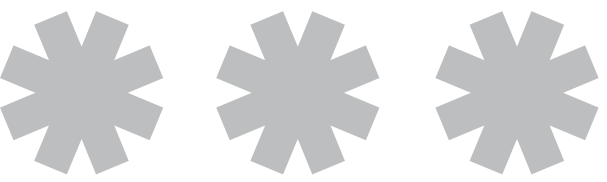
Housekeeping

- A recording of this meeting will be sent out along with notes and a link to the presentation within the week
- Please keep yourself muted while our presenter is talking
- Please leave questions until the end of the presentation
- Captioning is available by pressing the “CC” button at the bottom of your zoom screen
- Please be respectful

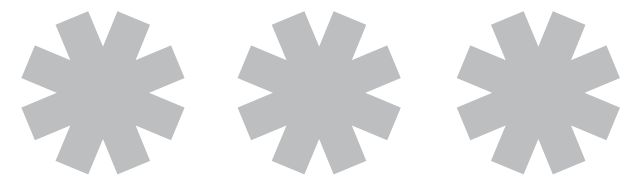
Megan Norlin (she/her)



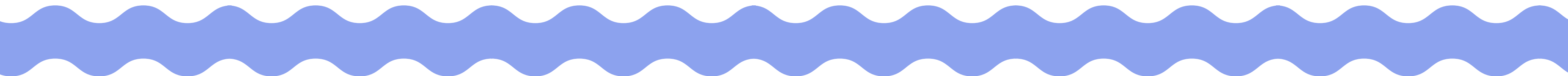
- Disability Advocate
- Personal Assistant Recruitment and Training Program Manager (PARTP)
- Illinois Network of Centers for Independent Living (INCIL)
- Partners in Policymaking Class 1 Graduate; Faculty Advisor Classes 3-6



The CIL Movement



- The Independent Living (IL) Movement began in the 1960's and 1970's as part of the broader Civil Rights Movement
- Rejected the medical model of disability and favored a person-centered approach
- Ed Roberts and other activists founded the first CIL in Berkley, California in 1972
- After Rehabilitation Act was passed in 1973, CILs became implemented throughout the US





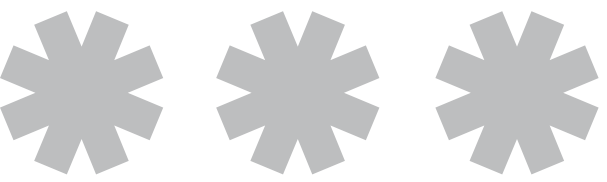
INCIL

INCIL Hotline
1-800-587-1227

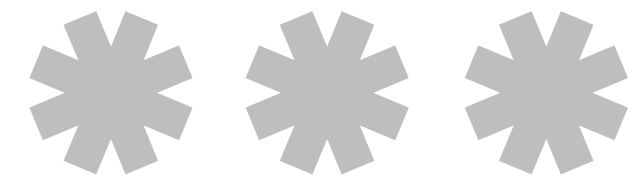


- Illinois Network of Centers for Independent Living (CILs)
- 22 CILs in Illinois
- INCIL covers 102 counties

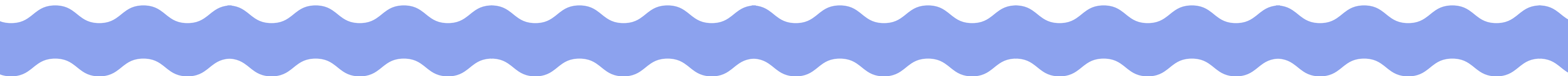
INCIL is a united network that serves as the leading resource for Illinois Centers for Independent Living, ensuring Centers have the resources needed to advocate for the rights of people with disabilities.



Before We Start...



- Tell me where you are logging in from
- What brought you here today?
- Have you heard of an elevator speech before?

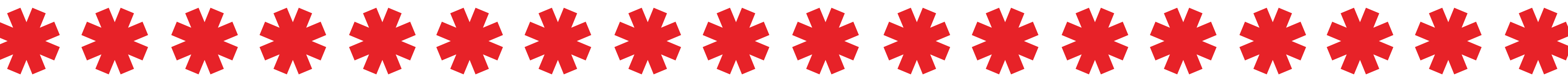


* * * Why Are We Here Today? * * *

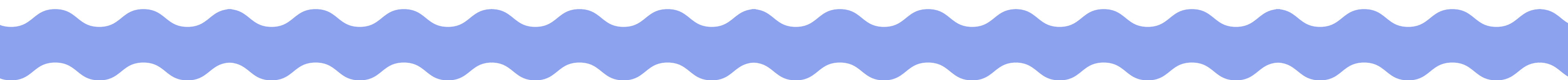
- To learn what an elevator speech is and why it is important to have one
- To learn what to include in your elevator speech
- To learn how to follow up after you give your elevator speech

Words to Know

- **center for independent living:** private, non-residential, community-based, not-for-profit, consumer-controlled organization that is mandated to provide five (5) core services: advocacy, peer support, independent living skills development, information and referral, and transition
- **elevator speech:** a short speech about something you care about, usually between 30 seconds to 2 minutes
- **constituents:** a resident of a legislator's neighborhood or district



Crafting an Elevator Speech



What is an Elevator Speech?

- A short speech about something you care about
- Usually 30 seconds to two minutes long
- The length of an average elevator ride



What is an Elevator Speech?

- You've probably done this before without even realizing it
- Have you ever tried to get someone to watch your favorite show? Read a book? Go to a place you love?
- You were trying to get them to check it out



* * * Using an Elevator Speech * * *

as an Advocate

- When using an elevator speech to talk to legislators and other elected officials, the information is a little more specific, but the goals are the same:
 - To inform on the issue
 - To make them curious or show them why they should care about your issue too

* * * What to Include: Introduction * * *

- Your first and last name
- Where you live, and that you are a constituent
 - You are part of their neighborhood or district
 - This will remind them that your vote may affect their reelection
 - It is their job as your legislator to protect and support your rights
- The organization that you represent like The Going Home Coalition, The Arc, or a local disability advocacy group



Introduction Example



“My name is Sarah Smith. I am 26 years old and have lived in your district for most of my life. I am part of The Arc of Illinois, a statewide organization that advocates for people with intellectual and developmental disabilities, families and community organizations to ensure that people with disabilities can live, work, learn, and play in communities across the state.”

What to Include: The Issue

- The issue you want to talk about
- How this issue affects you and the people you care about
- Why you personally care about this issue





Issue Example



“I am very worried about the constant shortage of Direct Support Professionals (or DSPs) in our state. I work with DSPs every day. They help me get up, and get ready for work, and help me to cook and clean when I want and need them too. Without their services, I worry about what will happen to my health, and job. I’m grateful for what they do, and I want to make sure they are paid what they deserve.”

* * * What to Include: An Action or Ask * * *

- Share the bill or cause you want them to support
- Share other ways they can help your cause
- Offer to help them
- Thank them for their time





Action Example



“I hope you will support Bill Number HB 1234 which will guarantee a pay raise for all Illinois Direct Support Professionals. This will prevent many people from quitting their DSP jobs due to low pay, and people like me will be able to keep their jobs, stay healthy, and participate in our communities. Thank you so much for talking to me today, do you have any question?”



What to Include: After Your Speech



- Listen to what they say
- Answer their questions as well as you can
- If you don't know the answer to a question, don't try to answer it
 - Tell them you are unsure and that you will get back to them
 - Choose a specific day that you will follow up
- Thank them again
- Follow up, follow up, follow up



A Few Tips



- Before you meet with a legislator, decide if you want to go alone or with other people
- How are you going to write any details like questions you need to research, dates you wish to follow up, or contact information?
- It's okay to bring notes
 - List the information you want to make sure to tell your legislator



A Few More Tips



- You can bring copies of extra information to give to legislators
 - Some organizations will provide an overview that you can hand directly to them
 - No more than one page
- Practice, practice, practice!
- The more you practice the easier it will get
- Don't worry if you stumble. We all make mistakes!



Tools and Resources



- [How to tell your story for advocacy](#)
- [How to tell your story worksheet](#)
- [Build your elevator speech worksheet](#)
- [Barb Pritchard example short elevator speech](#)
- [Tavarus Wesley example short elevator speech](#)



Reminders



- Your goal is to inform your legislator, to get them interested in your issue, and to tell them why they should be interested
- Be courteous and do your best
- This conversation is just the beginning
- You are building a relationship with your legislators



Checking in



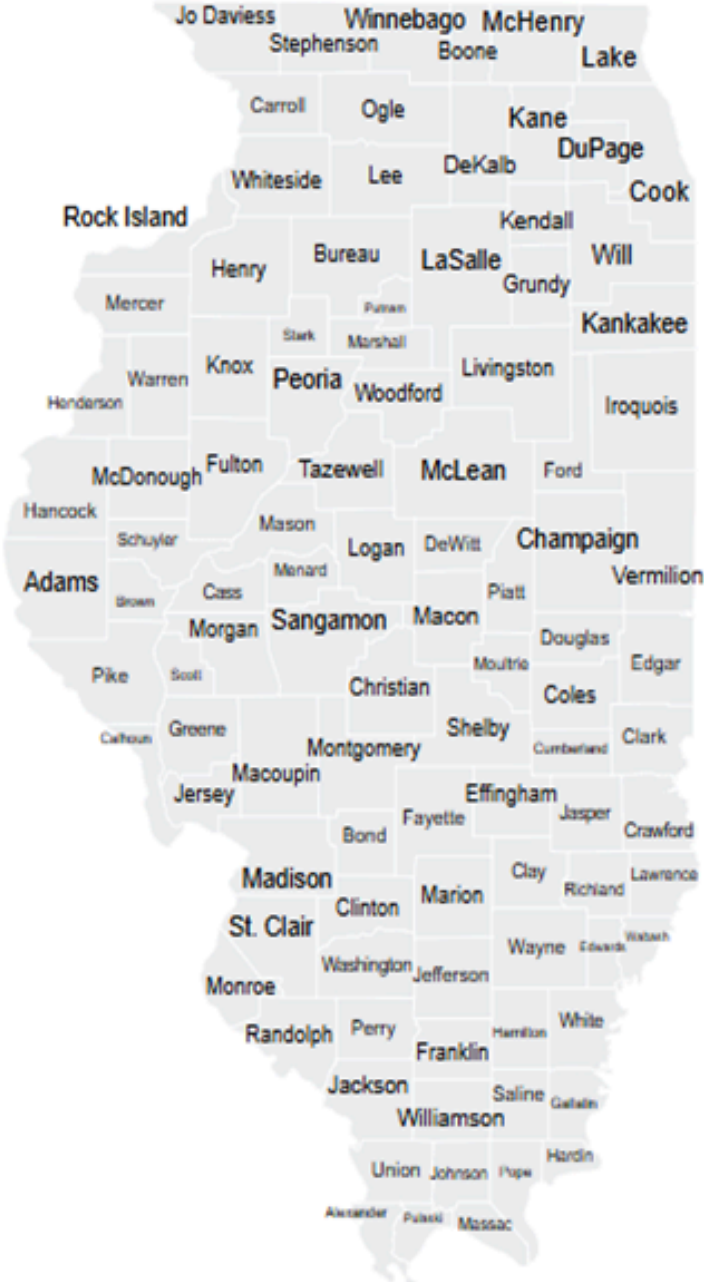
- What is one thing you learned during this session?
- What issue are you going to use this information for?
- Who are you going to practice with?

Hover over your county in the map below to see your local Center for Independent Living information.
Click your county to be taken to that CILs website.

CIL Map: https://incil.org_

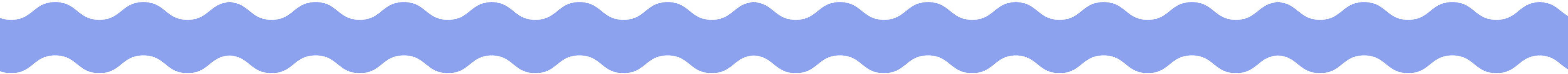
Megan Norlin:
megan.norlin@illinoisCILs.org

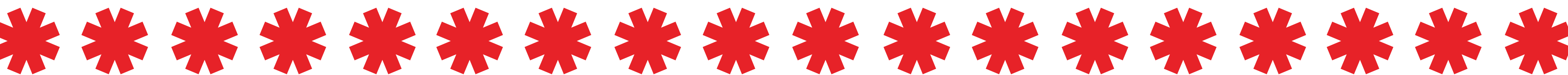
(217) 525-1308



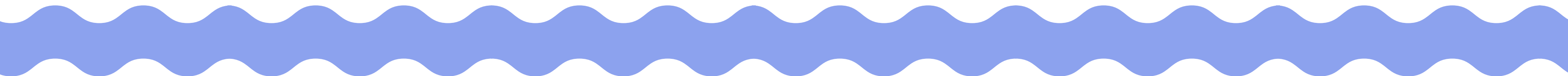
If you are unable to view the map above, you can also download our [Find a CIL](#) spreadsheet.

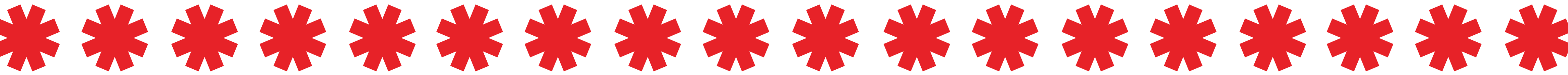
We also have a downloadable PDF (not screen reader friendly) of our [INCIL Map Brochure](#) with locations and contact information of all



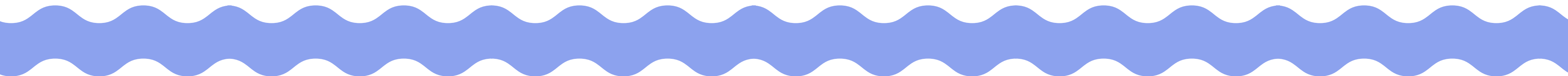


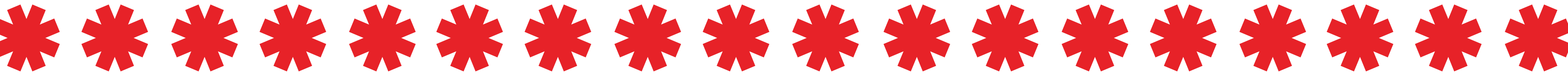
Questions and Answers





Are you ready to contact your legislator? If so, please drop your email in the chat and The Going Home Coalition team will reach out to you directly to walk you through the process!



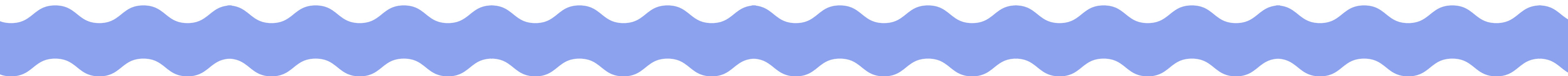


Thank you!

Contact Us!

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Rio Goodwin Perez: rio@thearcofil.org

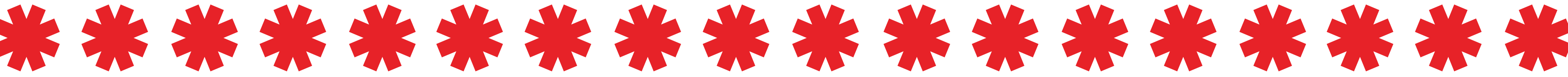




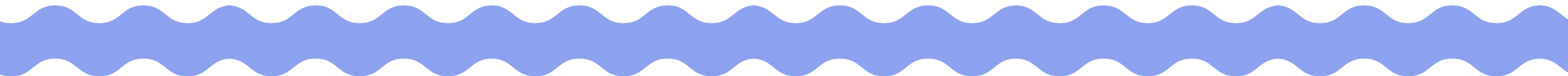
Coming Up Next



- **Arranging a Meeting with Your Legislator, February 23 at 10:00 am**
- **Discussing Political Issues with Civility, March 2 at 10:00 am**
- **How a Bill Becomes a Law at the Federal and State Levels, March 9 at 10:00 am**



**We will send out the meeting
recording, slides, resources,
and vocabulary words after
the session**





Thank you to our sponsor!



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