Elevator Speech

What is the difference between lobbying and advocacy?

Lobbying is when people or groups push for a specific law to be passed or removed. For example, writing to a senator and asking them to vote against involuntary medication laws would be lobbying.

Advocacy is trying to make people more educated and aware about specific issues. For example, a group like ASAN might want to show that disability services are a necessity, which could cause members of the public to oppose cuts to these services.

What are you advocating for?

You should pick an issue that you feel is important. There is a long list of causes in society that need attention. A more specific issue may be a better one to work on. This way, it will not be overwhelming and you can come up with specific proposed solutions easier.

What Is an Elevator Speech?

Once you know what issue you want to advocate for, you need to prepare what you will say. An elevator speech is a short speech that you have memorized in case you get a moment with a legislator, wherever it may be, like such as a quick elevator ride.

Begin by saying:

- Your first and last name
- Where you live
- The coalition or task force you belong to
- Thanks to the legislator for listening to you

Next, bring up the policy issue you are advocating for. Talk about how the issue affects you or the people around you. Tell them WHY you and others need the policy you support.

Sample statements to consider:

- We need to take action now to address this important issue.
- Our community will benefit from addressing this issue.
- We owe it to ourselves and future generations to act on this issue.
- We can create meaningful change if we work together.
- We must look beyond our own interests and think about the greater good.

When you are writing your elevator speech, *KISSSS*

Keep **I**t **S**hort **S**incere **S**imple **S**tick to **the facts**

Template

Introduce yourself and your coalition or task force

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Define the problem

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Propose a solution

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Thank the legislator for their time, provide resources and contact information

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