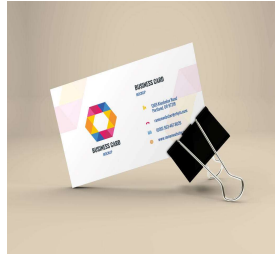




# 5 Tips to Develop your Elevator Speech

Share your skills in 60 seconds!



## 1. State who you are

- What is the name of your program?
- Where you are located? (Give some specific landmarks ex. Across from the CVS on Green Street)

## 2. Describe your services/programs for parents

- What age ranges do you serve?
- Are there enrollment requirements?

## 3. Highlight what makes your Program/Center unique

- Choose two highlights: Ex Teacher child ratio, teacher qualifications, location, curriculum, languages spoken by staff, after school care for siblings, full-day child care available, transportation provided, healthy snacks/meals, monthly newsletter, field trips, computers available, partnerships with other organizations, etc.

## 4. Promote your Program/Center's value to parents

- Why Head Start...90% of brain development happens before age 5, 4 year old's are ready to learn, research shows that quality preschool lays a strong foundation that helps children succeed in elementary school and beyond.

## 5. Practice, Practice, Practice

- Use any opportunity to practice your elevator speech.