



# Membership Development

Some basic points to remember about your Rotary  
elevator speech:

- **Keep it short** – No longer than three minutes. It is intended to open a door not sell a product.
- Deliver with the intent to **form a new relationship**.
- Elevator speeches play best **whenever you meet a stranger**, not necessarily in an elevator
- **Don't try to tell everything** you have ever learned about Rotary. Speak about a particular aspect that you truly enjoy.
- **Practice** yours with other Rotarians and/or your voice answering machine. Do you sound credible? Where do you waiver? Are you upbeat? Does it flow from your tongue? If not, retool it.
- The most important part of your elevator speech is the **response** you get. **Listen** closely to what your listener says. Observe how they react to your elevator speech. Are they confused? Do they gloss over? Do they smile and engage you based on yours? Tweaking may be in order.
- **Make it easy** to deliver. Is it an accurate reflection of you and your personality?
- Ask yourself what would be the **benefit of joining** your Rotary club, then express that benefit in simple terms
- **End your speech with a question** to engage your new acquaintance in conversation