



Elevator Speech Pitch Toolkit

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This toolkit is meant to inform Zonta clubs and members about the Elevator Speech Pitch. An elevator speech is a clear, brief message or “commercial” about you and/or your organization. It communicates who you are, what you’re looking for and how you can benefit your organization.

The idea behind having an elevator speech is that you are prepared to share this information with anyone, at anytime, like during an elevator ride.

Zonta is an amazing organization and when people hear the mission they are naturally drawn to learn more or want to join.

The goals for the Elevator Speech Pitch are:

1. To have all Zonta clubs in all districts, and all interested individual members participate in this Elevator Speech Pitch.
2. To have members feel comfortable speaking about Zonta to members within their community and potential members.
3. To grow excitement about Zonta within members, communities and the world!

Frequently Asked Questions

Will you only accept video elevator speeches?

There are two categories:

1. Written word with a local Zonta photo (i.e. events, advocacy, meetings).
2. Video.

Can a club submit multiple entries?

Of course! We want to collect as many ideas and pitches that we can to share around the globe.

Who can submit an entry?

We welcome all entries from clubs, individual members and Golden Z clubs. Entries from Golden Z clubs need to be submitted through their sponsor club.

Can we submit a speech/pitch that was already prepared?

Yes. We encourage you to review the piece to ensure that it still reflects current Zonta International values and ideas.

When can we submit our pitch?

You can submit your pitch anytime between 1 September and 8 October.

When will we know if our submission won?

A select group of jurors will review submissions. A winner from each category will be chosen from North America/South America, Europe/Africa, Asia and Australia/New Zealand. Finalists will be announced on 22 October.

Can districts submit a pitch?

We encourage clubs to submit their own individual pitches.

Are there prizes?

First place of the video category will be featured on the homepage of the zonta.org website for one month along with being featured in a monthly newsletter, in publications and on social media.

First place of the text and photo category will be featured on the headers of the Zonta International Facebook and Twitter social networking profiles for one month along with being featured in a monthly newsletter, in publications and on social media.

All runners up will be featured in the newsletter, in publications and on social media.



Submission Requirement Checklist

Elevator Speech Pitch Guidelines

One minute or less, concisely describe Zonta International and its mission/vision while remaining captivating and engaging.	<input type="checkbox"/>
Submit either a video or text with a local Zonta photo.	<input type="checkbox"/>
The video should be 30-60 seconds long.	<input type="checkbox"/>
The text should be 90-120 words or 10-20 short sentences.	<input type="checkbox"/>
All submissions for the text category should include a photo highlighting your message	<input type="checkbox"/>

Audience

A person who has never heard, or is not too familiar with Zonta.	<input type="checkbox"/>
Tailor your pitch to a diverse set of viewers (i.e. students, men/women, those against domestic violence, potential sponsors, potential donors).	<input type="checkbox"/>

Presentation

Are Zonta club or individual members represented?	<input type="checkbox"/>
Do you have good audio/video quality? Low to no background noise?	<input type="checkbox"/>
Do you have good photo quality? 300 DPI high resolution.	<input type="checkbox"/>
Is the presentation creative, engaging and imaginative?	<input type="checkbox"/>

Persuasion

Are presenters engaged? Is the message memorable?	<input type="checkbox"/>
Will viewers want to learn more about Zonta?	<input type="checkbox"/>
Did you promote Zonta?	<input type="checkbox"/>

Pitch Cover Sheet

This coversheet can be found as a PDF at www.zonta.org/ElevatorSpeechPitch

Zonta club name: _____

Zonta club contact: _____

Zonta club email: _____

Type of submission:

Video? ☐

Text with a Zonta photo ☐
*Remember, all submissions for the text category need to include
a Zonta photo highlighting the spirit of your message.*

VIDEO

Send completed video and this cover sheet to Zonta International Dropbox Link

<https://www.dropbox.com/request/iZ4Nf87dACH5j3Gv1lSm>

TEXT and PHOTO

Send completed Elevator Speech Pitch text, high-resolution photo and cover sheet via email to: pr@zonta.org

Any questions, contact your district public relations and
communications committee chairperson.

Remember you are promoting Zonta! Thank you for your support!

Elevator Speech Pitch Examples

Sample speeches were submitted by volunteers prior to the campaign.

Please note that all text submissions for the campaign must include a local Zonta photo highlighting your message (i.e. events, advocacy, meetings).

English

[Text](#)

[Video](#)

[Video](#)

French

[Text](#)

German

[JPG](#)

[PNG](#)

Italian

[Video](#)

[Video](#)

Japanese

[Video](#)

Korean

[Text](#)

[Video](#)

Spanish

[Text](#)

[Text](#)

Swedish

[Video](#)



Zonta International ist eine weltweit präsente Nichtregierungsorganisation. Unser Ziel: Frauen und Mädchen zu fördern und zu unterstützen. Vor allem Gewalt gegen Frauen und Mädchen zu verringern. Wir versuchen Frauen hier und in der Welt den Platz zu geben, den sie verdienen. Hauptsächlich arbeiten wir mit den UN Hilfsorganisationen zusammen. Allein in Deutschland hat Zonta 4000 Mitglieder.



Soy socia de una organización internacional que ayuda a empoderar a la mujer a través de la defensa y el servicio tanto mujeres como de hombres profesionales en el mundo. Siamo socio consulor ante la ONU con voz y voto, y trabajamos juntos a UNICEF y ONU Mujeres.

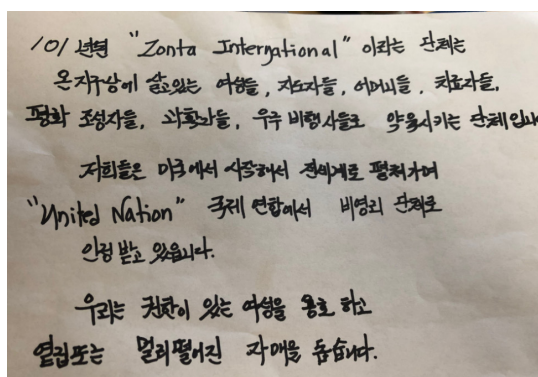
En Sudamérica estamos en 3 países y somos 6 clubes pero hacemos grandes cosas.

Y lo más lindo de todo es que tengo cerca de 3 mil amigas en distintos países y se que donde yo vaya ellas me recibirán con los brazos

Me siento orgullosa de pertenecer a zonta.

Soy una mujer ayudando a millones de mujeres.

Si te interesa ser otra amiga, entra a zonta.org



Timeline

June

Elevator Speech Announcement

Roll out of Elevator Speech Announcement to ZI Board, Governors, District PR & C Chairs and Zonta Clubs.

1 August

Toolkit Released

1 September
– 8 October

Elevator Speech Pitch

Last day to submit your Elevator Speech Pitch is 8 October.

Send text/photo by email to pr@zonta.org and videos to the Zonta International Dropbox.

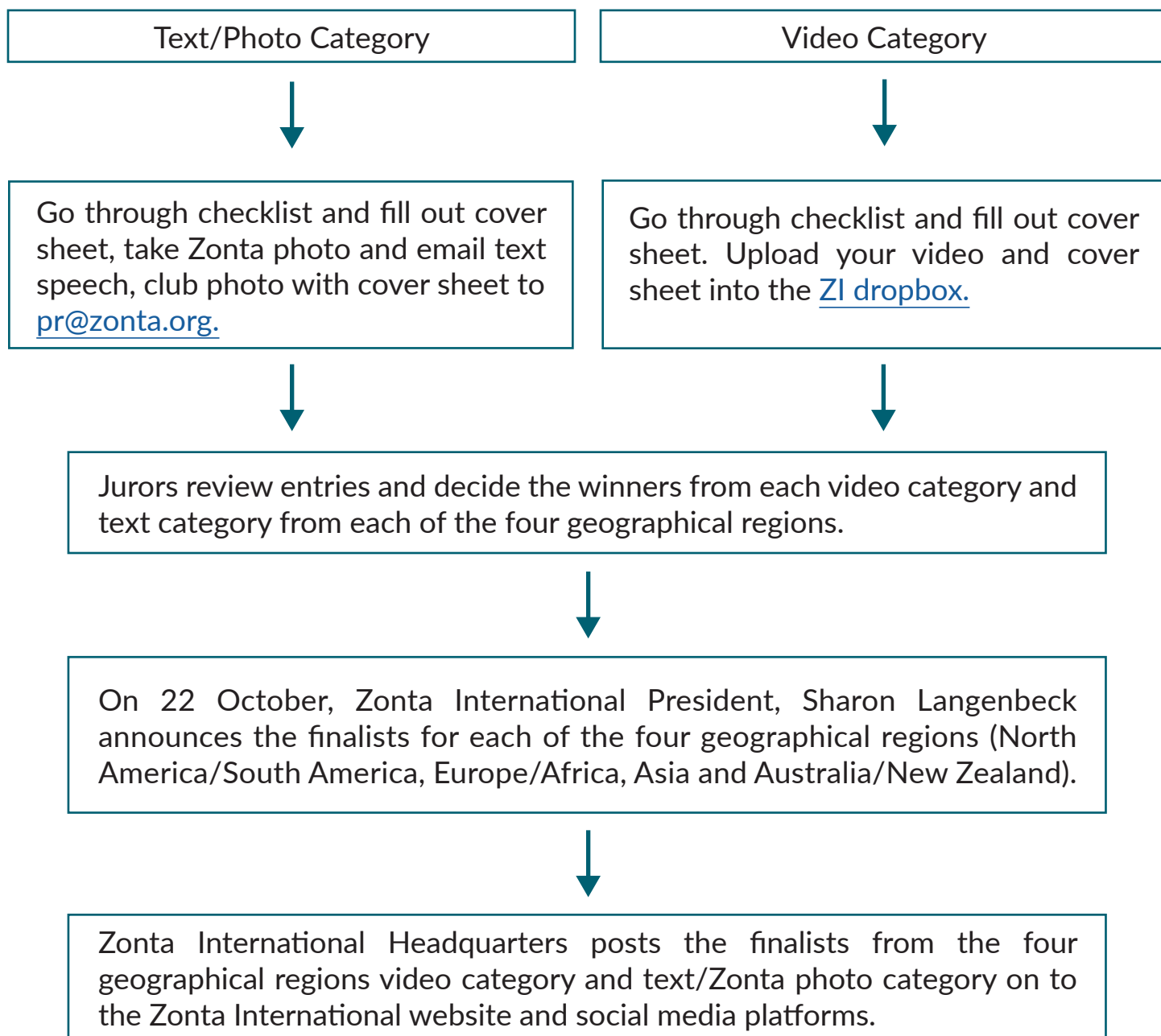
22 October

Elevator Speech Pitch Finalists Announced

Announced live from President Sharon Langenbeck

PARTICIPATING IN ZONTA INTERNATIONAL ELEVATOR SPEECH PITCH

Entries submitted 1 September to 8 October



Thank you Zonta district public relations chairs and Zonta clubs and individual members for your support in our brand awareness campaign!



Committee Contact Information

PUBLIC RELATIONS & COMMUNICATIONS COMMITTEE EMAIL ADDRESSES:

BARBARA HASTINGS - (Region: North America/South America)

Email: zontabah@gmail.com

URSULA WERNER - (Region: Europe/Africa)

Email: uwfar@aol.com

CATHERINE GOVEY - (Region: Asia/Australia/New Zealand)

Email: chgovey@gmail.com

