

Elevator Speech

People will often ask you questions about what you do. Being prepared with a short explanation of the programs that you work for and with will greatly help you to be prepared to talk knowledgeably about these programs. Below are explanations of Help Me Grow, Welcome Baby and EveryDay Learners. Take the time to know these well because you will talk about them and very often!

Help Me Grow

Help Me Grow is a complex system with multiple parts. It's hard to define. One way to solve this problem is to know the audience to whom you are speaking. This helps to explain it in a way that is applicable to them and not get bogged down with trying to explain all the nuances. We have three main audiences. Learn how to represent Help Me Grow to these main audiences well enough that you are able to easily adjust this elevator speech based on your audience's needs and interests.

Families

Families want to know about:

1. The ASQ and how it can help them be better prepared as a parent
2. Community resources and what is offered
3. How to contact Help Me Grow
4. The "commitment" level of signing up

Here is an example:

Help Me Grow is a parent information line designed to connect families to information about child development and community resources. You can simply dial 2-1-1 (like 4-1-1 but for non-profits and governmental agencies) and ask any question(s) they might have about their child's development. To help parents know what normal child development is we have a free developmental questionnaire that a parent can complete based on the age of their child. The questionnaire focuses on the five developmental areas of development: communication, fine and gross motor, problem solving skills and personal-social skills, and is very useful for parents. We'd like to have you participate in the program so that you can better support your child...

Healthcare Providers

Healthcare providers want to know about:

1. Community resources and what is offered to them and their patients
2. The ASQ and how it can help their patients and office staff
3. How to contact Help Me Grow

Here is an example:

Help Me Grow is a parent information line designed to connect families to information about child development and community resources. Any parent is welcome to dial 2-1-1 and ask any question they might have about child development, parenting, etc. As a healthcare provider you work with so many families that need to be connected to various resources, not just medical resources. Help Me Grow supports you by making referrals and then following up with the families to make sure that they received help appropriate to their concerns and circumstances. We also provide parents with a developmental screening tool that helps them understand normal child development. To strengthen the relationship between you and your patient, we always will fax a copy of the summary sheet of those questionnaires and the connected resources (contingent upon family's permission) to you so you can see how the child is doing.

Service Providers

Service Providers want to know about:

1. How Help Me Grow works with any family referrals
2. The resource database and how they can list their programs
3. How to use the resource database
4. How to contact Help Me Grow

Here is an example:

Help Me Grow is a parent information line designed to connect families to information about child development and community resources. Any parent is welcome to dial 2-1-1 and ask any question they might have about their child's development. As a service provider you work with so many families that need to be connected to various resources in addition to the services you provide. If you make a referral to Help Me Grow we will follow up with the family to make sure that they received the proper information. We keep track of these community resources on our online

database and would like to include you and your programs on there, so that we can make appropriate referrals. Can we get more information from you about your agency?

Welcome Baby Elevator Speech

- Welcome Baby is a home visitation program primarily for first-time parents.
- Mothers, grandmothers and other experienced, trained volunteers visit parents. These volunteers provide information about child development and answer any questions the parent might have.
- A family can sign up for either a one time or a monthly visit.
- Welcome baby also provides newsletters, connection to HMG, a blog, website, playgroup curriculum and ASQ parties in order to support the parent.

EveryDay Learners Elevator Speech

EveryDay Learners focuses on the community rallying around our children to help them succeed in school and beyond. EveryDay Learners are Utah County residents who are committed to making education a top priority in their own lives, their families and their neighborhoods. EveryDay Learners believes that learning opportunities are everywhere, we just need to help children realize and take advantage of the opportunities

United Way of Utah County has set a goal to recruit 10,000 EveryDay Learners in the next 3 years. **Sign up on www.everydaylearners.org**

- Many people are already EveryDay Learners! We ask that they sign up
- Advocates—informal way to be involved
 - Start a homework club
 - Learn the children in your neighborhood's names
 - Ask a child about his/her favorite book
- Volunteers—More formal commitment
 - Read with children at schools, daycares and other organizations
 - Tutor homework, reading, math, usually 3-6 month commitment
 - Mentor a child weekly for at least 1 year or mentor new parents on how to raise healthy children

United Way Elevator Speech

- United Way advances the common good by creating opportunities for a better life for all.
- Our focus is on education, income and health—the building blocks for a good quality of life.
- United Way recruits people and organizations who bring the passion, expertise and resources needed to get things done.
- We invite you to join us. You can give, you can advocate, you can volunteer. That's what it means to LIVE UNITED.