

Create a standard way to describe the value of your REA. This statement is focused on the benefits to prospective member. It uses the word “you” frequently, and it invites more conversation and action.

The purpose of the elevator statement is to provide a clear, compelling and concise way to talk about joining the REA. Review the key words, phrases and concepts from steps 1- 5 in the “Powerful Messages” section, and create the brand description or 30-second elevator speech that concisely describes what you do and why you do it. You can also refer back to the fact sheet on powerful messages.

### **What is an Elevator Pitch?**

Imagine you are riding in an elevator with a stranger.

Approach this person as if they are a potential member or supporter.

This person could be your next dynamic leader or key influencer.  
How will you engage this person in a conversation to tell them about the value your REA provides?

This is your 30-second elevator pitch to use anywhere when networking and/or introducing yourself and REA to people.

**What are the two or three most important things you do for members?**

**Why are they important for retired educators?**

**Your Elevator Pitch**

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**Sample Elevator Pitches**

“I volunteer with the REA, an organization that helps retired educators live their best life.”

“We help protect your pension, offer great benefits and fun ways to stay connected to fellow educators and flexible ways to serve others, all for just \$2.50 a month.”

“We are the leading voice of retired educators advocating on behalf of retirees. We are a dynamic, fun organization with great benefits and flexible volunteering opportunities. Get connected to fellow school personnel for just \$2.50 a month.”