

# VFW Auxiliary Elevator Speech

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UNWAVERING SUPPORT



FOR UNCOMMON HEROES®

An “elevator speech” is a brief description of what an organization (or person or business) does. A good elevator speech should grab someone’s attention and last no longer than a brief elevator ride – 30 to 60 seconds – therefore, the name “elevator speech.”

An “elevator speech” also provides consistent messaging about the organization. It can be challenging to provide information about an organization when you’re in everyday conversation with someone, but that’s often the best time to “sell” the organization.

We encourage you to practice the VFW Auxiliary Elevator Speech below and become comfortable saying it to members of the media, the general public and potential members when someone asks you what our great organization does.

## **VFW Auxiliary Elevator Speech**

The VFW Auxiliary is one of the nation’s oldest veterans’ service organizations and our members are the relatives of those who have served in overseas combat. We have more than 470,000 members nationwide who volunteer millions of hours and fundraise millions of dollars for charitable projects that benefit veterans, military service personnel, and their families.

Through our National Programs, we assist the VFW pass or block legislation that impacts veterans and their families, provide nearly a million volunteer hours in the VA medical system, conduct patriotic programs with thousands of students and offer hundreds of thousands of dollars in scholarships for our nation’s youth. With nearly 3,800 Auxiliaries, there is likely one in your area working to improve the lives of America’s uncommon heroes.