



4-H Camp Ambassador Training

Intended Audience:

- 4-H Camp Ambassadors

Lesson Objectives:

Ambassadors will:

- Learn about elevator speeches.
- Develop and practice a camp elevator speech.
- Develop and practice public speaking skills.

Time: 20 minutes

Equipment and supplies:

- Paper
- Pencils

Do Ahead:

- Learn about elevator speeches to help youth better understand what they need to do and say.

Source:

- <http://theundercoverrecruiter.com/how-create-your-memorable-elevator-pitch-four-simple-steps/>

Prepared by:

Carolyn L. Belczyk
 Extension Educator, 4-H Youth
 OSU Extension Adams County
 215 N Cross St Rm 104
 West Union OH 45693
 937-544-2339
belczyk.1@osu.edu

The Elevator Speech

BACKGROUND

Every 4-H Camp Ambassador needs an elevator speech – a short and direct answer to why anyone should attend or send their children to 4-H camp. An elevator speech usually lasts only 60 seconds (or about 200 words), which is about the time it takes to ride up eight floors in an elevator. Anyone who is selling themselves, a product, or a project needs such a speech. In our case, it's the 4-H camp experience that we're selling. The better job we do, the more youth we'll have at camp next summer!

WHAT TO DO

Activity:

Discuss the concept of an elevator speech with the ambassadors. Ask them for whom and when they might need such a speech.

Review these four steps to consider when creating a camp elevator speech:

1. Begin with an action phrase or question. Say something like "4-H camp is the most fun your child will have this summer."
2. Add a one sentence explanation of who you are and why you care, such as "I'm Sally Sue, and I'm this year's Adams County 4-H Camp Ambassador."
3. List several highlights the child will experience by attending camp. These might include specific workshops and activities or skills that are a little harder to pin down, such as independent living, teamwork, or leadership skills.
4. End with a call to action or your expectation. Say something like, "I'm looking forward to seeing (you, your child) at this summer's 4-H camp."

Have each ambassador define their audience and create and practice an elevator speech with a partner. Then, ask each to present their finished speech to the group. Provide feedback and let them refine their speech and present it again as time permits.

