**TYPE 3: ELEVATOR SPEECH**

**Due: Tuesday, April 2nd**

**Project Summary:**  Now that you’ve created an amazing presentation about how to best improve North Adams, it’s time to get the word out. One effective way to do that is to create an “elevator speech” that summarizes your idea and convinces others that it’s a good plan. We will review the characteristics of a strong elevator speech in class.

**Purpose:** To write a persuasive speech that is clear, articulate, and about thirty seconds long that will convince the listener that your idea for improving North Adams is practical, feasible, and desirable.

**Writer’s Role:** Creator of proposal to improve North Adams

**Audience:** City Council members and the mayor of North Adams

**Form:** This can be hand-written or typed. *Ms. Quirk will be typing up all of these to be included in a brochure for the city council*. Should take about thirty seconds to read from beginning to end.

**FCA’s:**FCA 1: Speech is no longer than 130 words (30 seconds) (10 pts)  
FCA 2: Speech clearly articulates idea that is practical and feasible (20 pts)  
FCA 3: Speech convinces listener that idea is desirable and will create positive changes for North Adams (20 pts)

**Procedure:**

* Consider your plan
* Make note of the essential ideas that make the idea practical
* What makes the plan feasible?
* What makes it desirable and effective?
* Review the handout on effective elevator speeches
* Write your speech:
  + Include key points
  + Use short sentences
  + Mean what you say and say what you mean.
* Practice, revise, practice, revise, practice!