



Elevator Speech

The elevator speech is how you would explain SCFD if you had just 60 seconds in an elevator with someone. This can be used in emails, newsletters and of course verbally in conversations, opening remarks, introductions of programs and more.

Our audiences, visitors, members, volunteers and patrons are our best first audience for these messages. If SCFD organizations are all using the same message and language, it's more likely to be remembered and shared by these individuals. This document includes two formats: A general elevator speech to memorize and use in multiple scenarios and samples of customized elevator speeches.

ELEVATOR SPEECH - GENERAL:

For nearly 25 years, one penny on every \$10 purchase you make in the seven-county metro area supports a flourishing cultural landscape of over 300 science, historical, arts and cultural organizations. Thanks to the voter-approved the Scientific and Cultural Facilities District (SCFD), many of these organizations provide free or discounted opportunities year-round. This community values arts and culture, and this is why our region is one of the best places to live.

IDEA 2

More than a million students, seniors and families in our neighborhoods take advantage of FREE experiences thanks to our support of the Scientific and Cultural Facilities District (SCFD). For nearly 25 years, one penny on every \$10 purchase made in the seven-county metro area supports this flourishing cultural landscape of nearly 300 scientific, historical, arts and cultural organizations. For more information on free and discounted opportunities, visit www.scd.org.

ELEVATOR SPEECH – IDEAS FOR CUSTOMIZING

- Remember that your speech is different for different audiences – neighbors, donors or elected officials, but here are some key points:
 - Get personal – why is SCFD important to YOU and why should it be important to THEM.
 - Have two or three experiences in your back pocket to pull from: an event or show you've attended, free day, children's program, etc.
 - Be able to describe something your organization was able to do with the funding; your story IS the SCFD's story.
- Illustrate WORTH
 - Hundreds of organizations receive funding
 - Millions of people benefit
 - Only a tenth of a percent sales tax



PERSONALIZED EXAMPLES:

Sample 1 – Child/family experience

The SCFD supports hundreds of arts, culture and science organizations here in the Denver metro! Last year, my daughter went on a field trip to the Museum of Nature and Science and it was incredible how much she learned and was engaged because of that opportunity. It's amazing to me the amount of good that a mere penny on \$10 does to make this area such a robust and interesting place to live. The SCFD is really a unique asset.

Sample 2 – Child/Family experience

The SCFD is the reason we have free days! You know last year when I took Bobby to the zoo? The SCFD makes that possible by collecting a tenth of a percent sales tax within the seven county metro. Hundreds of arts, culture and science organizations receive funding from SCFD which translates into hundreds of thousands of citizens and families that get cultural experience they otherwise wouldn't have here in Denver. We really have a rich cultural landscape because of SCFD.

Sample 3 –Schools perspective from an employee

The SCFD is the most unique and interesting citizen-supported initiative I've ever come across. Hundreds of organizations from the Art Museum to Wings Over the Rockies to the Lone Tree Arts Center, where I work, get funding from SCFD to engage in interesting programming. LTAC served 5000 schoolchildren last year alone, we couldn't have done that without SCFD funding. What's wild is that it's only one penny for every ten dollars spent here in the metro, but its reach makes the cultural landscape such a compelling place to live and work.

Sample 4 – Personal experience/great place to live

The SCFD allows arts, cultural and scientific organizations to follow their missions. It provides funding to hundreds of organizations every year. I saw this incredible dance performance last year by Wonderbound that was so interesting and unlike anything else in Denver; that's the kind of organization that most relies on the funding SCFD provides. By having so many organizations make up our cultural landscape, we have truly created a great place to live.