

The **elevator speech** is a short summary used to quickly and simply define an organization and its value proposition. It is designed to capture someone's interest so they want to find out more about the organization.

The name reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride.

Good Morning (Afternoon, or Evening)-

I bet you are wondering what branch of service my cap represents?

It Honors all Veterans of the Great Wars.

I am a member of the world's largest Volunteer Veterans Organization, The American Legion. Our program, known as the Sons of the American Legion, is a brotherhood made up of Sons, Grandsons and Stepsons of Legion Members. We are Proud Possessors of a Priceless Heritage and are 300,000 plus members strong and growing.

We promote the ideas and programs of the four pillars of the American Legion, they are Veterans Affairs and Rehabilitation, National Security, Children and Youth Foundation, and Americanism. We are always looking for new members who want to help our veterans and their families.

Can I interest you in a brochure that explains what we do for our Country, Family, and Veterans?