

Crafting Your Club's Story: 30-Second Elevator Pitch Handout

Purpose: Create a concise, compelling pitch to promote your Toastmasters club, capturing its unique story and inviting others to join.

Structure for a 30-Second Elevator Pitch

1. **Hook (5–10 seconds):** Grab attention with a bold statement, question, or vivid image about your club.
 - Example: “Ever freeze during a big presentation?”
2. **Club Story (15–20 seconds):** Highlight your club’s unique vibe, benefits, and community using 1–2 sentences.
 - Example: “PRPRO Toastmasters is a vibrant community where professionals turn nerves into confidence through supportive public speaking practice.”
3. **Call to Action (5 seconds):** Invite the listener to take a specific next step.
 - Example: “Join us this Thursday at 7 PM—Start your journey today!”

Tips for Success

- **Be Passionate:** Show enthusiasm to make your pitch memorable.
- **Use Vivid Words:** Choose descriptive words like “transform,” “thrive,” or “inspire.”
- **Keep It Short:** Aim for 50–75 words to fit 30 seconds.
- **Practice:** Rehearse to sound natural, not robotic.

Template

[Hook]! [Club Name] is a [adjective] community where [target audience] can [benefit] by [action].
[Call to action].

Example Pitch

“Scared of public speaking? PRPRO Toastmasters is a supportive community where professionals build confidence and leadership through fun, engaging meetings. Join our next meeting on Thursday at 7 PM—you’ll be engized in the supportive environment!”

Your Turn

Write your pitch below:

Action Step

- Practice your pitch with a partner during the session.
- Deliver it to a friend or colleague within 24 hours to promote your club!