

Public Outreach

Elevator Speeches

Elevator speeches provide a concise, compelling, and memorable message that can be delivered quickly, like in the time it takes to ride an elevator. They are often the first point of contact between campaigns and individuals who may not be familiar with your initiative. A well-crafted speech creates a positive first impression and raises awareness about your goals.

Here again, we've explored positioning as a national movement, a crucial component of a national movement, or a community-driven campaign to determine the highest engagement.

Words in bold are unique to each elevator speech.

National

Spreading Roots is a national initiative that gives people the support they need to build up their urban and community spaces and turn them into thriving green spaces. We believe in the power of community-driven change. By planting trees, nurturing green spaces, and uniting neighborhoods, we can create healthier, happier cities for us all to enjoy. Join us in this movement. Together we can make our cities more equitable and more resilient, one tree and one plant at a time.

Community

Spreading Roots is a national initiative that supports urban and community forestry led by the people and for the people. We assist people when they want to build up their urban and community spaces and turn them into thriving green spaces. By planting trees, nurturing green spaces, and uniting neighborhoods, we can create healthier, happier cities for us all to enjoy. Join us in this movement. Together we can make our cities more equitable and more resilient, one tree and one plant at a time.

Umbrella

<NAME> is the local arm of Spreading Roots, a national initiative that gives people the support they need to build up their urban and community spaces and turn them into thriving green spaces. We believe in the power of community-driven change. By planting trees, nurturing green spaces, and uniting neighborhoods, we can create healthier, happier cities for us all to enjoy. Join us in this movement. Together we can make our cities more equitable and more resilient, one tree and one plant at a time.

