

Capital RC&D Elevator Speech Alternative Options



*Help Capital RC&D build partnerships and collaboration by telling others about our organization. Below are four examples taken from Council meeting and committee suggestions, feel free to use these or create your own elevator speech to share with individuals and groups in our region. Remember, an elevator speech refers to a **short, compelling and personal description of the organization** that can be presented in the time it takes to ride an elevator.*

Example 1

I'm _____ and represent _____ County as a Board Member for Capital RC&D, we are a non-profit organization working to help Southcentral PA communities preserve and protect their natural resources. We do this by working with stakeholder and citizen groups to help landowners reduce pollution and preserve our natural areas. In 2015, we assisted more than 250 landowners and natural resource-based businesses including farms to reduce water and air pollution and improve the natural resources they control. One of our programs that I'm very proud of is our Growing Green program that helps farmers and their neighbors understand the positive impact the farm has on its surrounding environment. With this program we provide communication tools that help farmers communicate to customers and neighbors about how and why they protect the environment and why their customer should care. You can call the Capital RC&D executive director/office and learn how you can become involved, here's their card.

Example 2

I'm _____ and represent _____ County as a Board Member for Capital RC&D we are a non-profit organization serving seven counties in Southcentral PA. We are the only organization in our region that brings people together across disciplines and industries to solve problems related to natural resource conservation. Our regional perspective allows us to see overlapping initiatives, potential project collaboration and gaps in service. Whether we play a support role or lead a project, we help to ensure that community groups have the resources to protect our soil and water. For example, many newly formed local groups need organizational, administrative or fundraising help to further their natural resource protection efforts. We can help by filling those niches until they can sustain their own operation. An example that is near and dear to my heart is Carver's Secret Garden, a youth gardening program in two Dauphin County school districts that has given students their first-ever experience in food production. Capital RC&D helps by finding funding for the project, enabling it to fund its director. The more people get to know Capital RC&D, the closer we are to becoming a truly collaborative, regional organization.

Example 3

I'm _____ and represent _____ County as a Board Member for Capital RC&D we are a non-profit organization serving seven counties in Southcentral PA. We help landowners with agricultural or forest land use their lands productively while protecting the environment. We often see that landowners and farmers want to improve the soil, water and natural habitat they control, but are unsure of how to do it within their budget and skills. Capital RC&D helps by providing services such as consultations to farmers to help them identify ways to support their business and maintain their property for clean and healthy streams. One of this type of positive impact is our grazing advisor program, the advisor has been working with a dairy farmer in Franklin County who just started his business. By providing expert help to this new farmer, the advisor has been able to help him lower his costs and reduce his environmental impact by converting many of his crop fields to pasture. If you go to our website you'll be able to read about our current work and also about ways we could collaborate.

Example 4

I'm _____ and represent _____ County as a Board Member for Capital RC&D we are a non-profit organization serving seven counties in Southcentral PA. We bring together diverse groups as stakeholders to solve problems and discuss issues of common interest. We also help citizen groups address their conservation concerns like sustainable forestry or watershed protection. Capital RC&D does this by providing free technical assistance and education which supports our partners like the county conservation districts and citizen groups such as watershed associations. We also can help new organizations get started or accept funding by acting as their "fiscal sponsor." Our regional perspective allows us to see overlapping initiatives, potential project collaboration and gaps in service. Do you have information about your programs, it seems like we could collaborate successfully. May I contact you to talk about the possibilities?