



Mad Libs Elevator Pitch

Looking for an idea on how to craft or pitch what you do? To get you started, here's a Mad Lib Elevator Pitch template created by SAA Committee on Public Awareness Member Rachael Christine Woody. See page 2 for an example.

Hi, I'm _____ . I work in the _____ for
(First Name) (Name of Department)

_____. What's an "archives"? Archives
(Name of Organization)

_____ and _____ .
(verb) (verb) (noun)

They are _____ of _____ . Most days you'll find me
(verb) (noun)

_____ because it's my job to _____ .
(verb) (verb) (plural noun)

My work is perhaps best summarized as _____ .
(use plain but powerful language)

My work in the archives contributes to _____ ,
(outcome, initiative, deliverable)

_____, and _____ at _____ .
(outcome, initiative, deliverable) (outcome, initiative, deliverable) (Org or Company Name)

I think you'll be interested to know about _____ as it may help
(An interesting tidbit from the archives personalized to your audience)

with your interest in/work on _____ .
(a project or initiative the person is working on)

Example of Mad Libs Elevator Pitch

Hi, I'm Rachael. I work in the Archives for Linfield University. What's an "archives"? Archives
(First Name) (Department) (Organization Name)

collect and share history. They serve as our collective memory. Most days you'll find me
(verb) (verb) (noun) (verb) (noun)

teaching because it's my job to share historical records with students.
(verb) (verb) (noun) (plural noun)

My work is perhaps best summarized as
intuitively sorting history so that everyone has unencumbered access.
(use plain but powerful language)

My work in the archives contributes to academic excellence,
(outcome, initiative, deliverable)

community partnerships, and local historical research at Linfield University.
(outcome, initiative, deliverable) (outcome, initiative, deliverable) (Org Name)

I think you'll be interested to know about our collection on women's clubs in the 1950s as
(An interesting tidbit from the archives personalized to your audience)

it may help with your work on women's groups in post-World War II America.
(a project or initiative the person is working on)