



TUALATIN RIVER
WATERSHED COUNCIL

Elevator Speech

Current

- **Name**
 - Tualatin River Watershed Council
- **Vision Statement**
 - A balanced ecosystem that supports a healthy watershed, provides for an economic base and viable communities.
- **Mission Statement**
 - To foster better stewardship and understanding of the Tualatin River watershed resources; address natural resource issues; and ensure sustainable watershed health functions and uses.
- **Tag Line**
 - Engaging the Community to Sustain our Watershed



Engaging the community to sustain our watershed

Components of Elevator Speech

- **Who**
 - What do you want the listener to remember the most about TRWC
- **What**
 - How does TRWC add value
- **Why**
 - How is TRWC better or different (than similar organizations)
- **Goal**
 - What is TRWC's immediate goal (concrete, defined, realistic)
 - It should be readily apparent what TRWC wants
- **Mechanics**
 - 200 to 250 words
 - Less than one minute long
 - Maximum of 5 repeated words