

Elevator Pitch Quick Reference

*** Please read through the **Elevator Pitch Toolkit** first before using the document. ***

PURPOSE This one-pager is designed to help staff, volunteers, and board members speak confidently about United Through Reading (UTR) in any setting. Adapt the messaging based on who you're talking to, but always keep the mission at the center.

CORE MESSAGING OPTIONS

TIP Speak naturally. These messages are here to guide, not script.
 Keep it conversational, connect with your audience, and make UTR memorable.

♦ 10 Seconds | Tabling Hook

We help military families stay connected through video recorded storytime—anytime, anywhere.

♦ 30 Seconds | Conversation Starter

We connect military families through shared storytime. With our free app and book program, service members and veterans can video record themselves reading to the children they love—no matter the distance.

♦ 1 Minute | Intro Chat

We're a nonprofit focused on keeping military families—whether active duty or veteran—connected through shared storytime. Service members can video record themselves reading books, and with each recording, request a new free book to be sent wherever they choose—so storytime is always within reach when that special child needs it most.

♦ Quick Hook Questions | Use at Events

"Looking for a way to stay connected while you're apart?"

"Want to send a book and a story to someone you love—for free?"

Audience	Message Focus
Service Members (Active/Reserve/Guard)	Stay connected anytime, free book & app
Veterans	Program is still for you, post-service support
Spouses / Caregivers / Family	Emotional benefits, broad family defined
Educators / Therapists / Youth Staff	Literacy & emotional resilience, connection
FRG / Ombudsmen / Leaders' Spouses	Easy resource to share with families
Donors / Stakeholders	Mission impact, family connection, access
Corporate Volunteers	Your time supports connection & literacy

❌ Instead of...

✅ Try this...

"Deployment" or "Separation"	"Time apart"
"Mom and Dad"	"Service members and veterans" or "Coparent" or "Alternate Caregiver"
"Son or daughter"	"Any child in their life"