

LIFE, WELL RUN

ELEVATOR SPEECH

The language below is an elevator speech that you can use to explain *Life, Well Run* when you casually run into leaders in your community—at sporting events, a community gathering, or in an elevator. If you use this one- to two-minute overview of *Life, Well Run*, we recommend that you customize it so you are comfortable with the language you are using to describe the campaign.

Life, Well Run is a campaign designed to raise awareness of and build appreciation for the value that professional local government managers bring to building ethical, effective, and efficient local government. Professional managers are leaders who partner with elected officials to turn their policies into tangible results and are behind the decisions that shape how communities like ours look and

feel—from adding bike lanes or green space to building a courthouse or a convention center. In [CITY/COUNTY/TOWN], professional management has contributed to [LIST ACCOMPLISHMENT]. This is just one example of how professional managers are helping make [CITY/COUNTY/TOWN] a place we're proud to call home. You can visit LifeWellRun.org to learn more.