



# Suggested Elevator Speeches

## Introduction:

Elevator Speech: Imagine you are in an elevator (or any other place) and a person who is interested in...and can possibly have an influence on Kairos, asks you 'what is Kairos?'. You only have a few moments to get your message across. Think about what you want to say, clearly and concisely in only a few sentences.

It is helpful to know one or two of these and also have your own impact story ready for follow-up. When consistent form is used, the repetitive nature across many uses helps build consistent awareness of Kairos Prison Ministry. Practice this before speaking to the media and/or to potential volunteers or donors and it will help you organize and personalize your thoughts and witness.

The objective is to lead to an invitation for more dialogue. This in turn helps create exposure for Kairos and can lead to new volunteers.

There are 5 components to the Elevator Speech:

1. **The impact that Kairos has on the incarcerated men, women, and youth.**
2. **The impact Kairos has on the incarcerated person's family.**
3. **The impact Kairos has on society.**
4. **The impact Kairos has on you.**
5. **Follow up.**

## Sample Elevator Speeches - General:

### Basic Approach – 109 words

Kairos brings the light of Jesus into the dark lives of thousands of prisoners in our prison system and their families. On-going love and support dramatically changes them! And it doesn't end there ... it benefits society by reducing the return to crime rate of released prisoners from over 50% to less than 15%.

On a personal level, I have seen miracles too numerous and moving to describe. I have felt the presence of Jesus touch my heart, my mind and my soul. It will affect you the same way. It does for all.

If experiencing miracles interests you, give me your email address and I'll send some information.

### Conversational approach - 50 words

Kairos Prison Ministry International, Inc. is a Christian faith based ministry that addresses the spiritual needs of incarcerated men, women, youth, their families and those who work with them. It accomplishes this by sharing the love and forgiveness of Jesus Christ. Kairos changed hearts, transform lives and impacts the world.

### Conversational approach or short format for use in printed material - 57 words

Kairos is a Greek word meaning in "God's Special Time" or "In the Fullness of Time". It is an opportunity for participants and guests to re-consider their life choices. Hearts are changed and inmates begin to take responsibility for their actions. It's like a front row seat at a miracle! It transforms lives and impacts the world.



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## For printed materials - 89 words

Kairos Prison Ministry shares the love and forgiveness of Jesus Christ to incarcerated men, women, youth and their families. Kairos sprang grew from the Cursillo movement and is supported by volunteers from the 4th Day movements such as Cursillo, National Episcopal Cursillo, Presbyterian Cursillo, Lutheran Via de Cristo, The Upper Room's Walk To Emmaus, and independently ecumenical Tres Dias as well as volunteers from independent and nondenominational churches. As a ministry, Kairos embraces a diverse group of volunteers working together to fulfill Christ's call to action in Matthew 25:36.

## Extended format for use in printed materials – 119 words

Kairos Prison Ministry International (KPMI) is a ministry of the church ... a ministry of the apostles whom Jesus Christ, has called into community and sent forth into the environment of correctional institutions. KPMI has been called the best example of the early church in existence today. Kairos incorporates curriculum designed to build and encourage pro-social character and behavior. Society spends over \$60 billion/yr. to keep 2.3 million inmates incarcerated. The Kairos program, 100% funded by private donations, is offered at no cost to State and Federal Institutions. It's best illustrated by an inmate's witness, "It's been said that it cost the government \$1 million to keep me locked up and a \$250 program from Kairos set me free".

## Alternate extended format for use in printed materials – 162 words

Kairos Prison Ministry International (KPMI) started in the State of Florida in 1976 and is now in 35 states and 9 countries including Australia, Canada, Costa Rica, Dominican Republic, Honduras, Nicaragua, Peru, South Africa and the United Kingdom. The Kairos method of talks, meditations, individual and group activities is an invitation to enter into a personal relationship with the living Christ. Kairos saves souls through Jesus Christ. It literally transforms prison environments by bringing the love and forgiveness of Jesus Christ into prison. Kairos is widely recognized as a highly effective program to positively change inmate attitudes.

Kairos is a ministry composed of three programs. Kairos Inside serves incarcerated men and women living in prison. Kairos Outside reaches out to the women whose lives have been impacted by incarceration. Families "do time" right along with their incarcerated relatives/friends. Kairos Torch encourages young men and women to share their life journey and change behavior through participation in a long-term mentoring process.

## **Sample Elevator Speeches – Specific to Kairos Inside:**

### Conversational Approach – 21 words

Kairos Prison Ministry's purpose is to establish a Christian community inside prisons by the transforming love and forgiveness of Jesus Christ.

### Conversational Approach – 27 words

Kairos Prison Ministry is a front row seat to God's miracles inside prisons. Kairos shows God's love and forgiveness and starts the development of a Christian community.



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## Short Format or Conversational Approach – 50 words

The Christian volunteers of Kairos Prison Ministry have been called by God to share the love and forgiveness of Christ to those incarcerated. During a 3½ day weekend program of talks, mediations, music, listening and loving. A Christian community forms. Volunteers are blessed to be a blessing to the participants.

## Extended Format or Conversational Approach – 72 words

Kairos Prison Ministry brings positive and negative leaders that are incarnated to a 3½ day program in which they receive the love and forgiveness of Jesus Christ. Kairos develops a Christian community on inside the prison through a structured program of talks, mediations, chapel visits, music, and a lot of listening and loving. The servant/volunteer is committed to returning on a regular basis to assist in developing and maintaining the Christian community.

## Extended Format Approach – 86 words

Kairos is a prison ministry that develops a Christian community on the inside of a prison. The volunteers show the love and forgiveness of Jesus Christ through a 3½ day weekend through talks, mediations, chapel visits, music, listening and loving. After the weekend, small weekly Prayer-and-Share groups and monthly Reunions are held with the volunteers in attendance. Volunteers have a front row seat to God’s miracles and are blessed by the participants through His blessings. Kairos means “God’s Special Time” or “In the fullness of time.”

## **Sample Elevator Speeches – Specific to Kairos Outside:**

### Conversational Approach – 29 words

Kairos Outside provides a safe place for women whose lives have been impacted by incarceration. Kairos Outside encourages their Guests through the transforming love and forgiveness of Jesus Christ.

### Conversational Approach – 30 words

Kairos Outside encourages women to form small support groups for spiritual growth as they share their common journey. The small group may provide the lifelong support that these women need.

### Conversational Approach – 47 words

Kairos Outside offers a comfortable, non-judging retreat for women to support each other as they journey through the incarceration of a friend or relative. In this retreat setting, women with similar challenges share their common stories and draw on each other for strength, forming a Christian community.

## Short Format or Conversational Approach – 90 words

Kairos Outside is a ministry of support and encouragement for women who are “doing time” along with their incarcerated relatives or friends. The women are cared for, and cared about, by a community of Christian volunteers dedicating their resources to empower these underserved members of God’s kingdom. The Kairos Outside Guests are welcomed by team members and a community is built through the sharing of common painful experiences. Forgiveness is an essential part of the Kairos Outside weekend and the Guests are offered freedom through the love of Jesus Christ.



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## Extended Format Approach – 112 words

Kairos Outside brings Christ's hope into the darkness of a hopeless woman's life affected by the incarceration of a relative or friend. In a 2½ day retreat setting, women can openly and confidentially share. Talks and meditations are designed to address the pain of enduring separation from the one inside and the judgment of others from their community. Through respect, love and warmth that they feel through the Christian volunteers, the walls built for their protection can begin to come down. The Continuing Ministry of Reunions and SWAP (Share, Witness, Action, Prayer) groups allow the women to grow in their Christian faith and become active members of the Kairos Outside community.

## **Sample Elevator Speeches – Specific to Kairos Torch:**

### Conversational approach – 38 words

The Kairos Torch mission is to engage the age 25 or younger offender's reasoning skills in seeking balance for their life. Torch encourages the youth to realize their God given potential through the creation of a safe environment.

### Conversational approach or short format for use in printed material – 42 words

Kairos Torch provides a safe place to the youthful offender for spiritual exploration. Torch offers unconditional love and acceptance in a Christian setting. That encourages the sharing of life journeys through mentoring by a mature, Christian volunteer to find a full life.

### Conversational approach – 52 words

The mission of Kairos Torch on the introductory Weekend is to encourage the participants to remove their masks so that the real person can shine forth. A safe environment is created for them to begin to show themselves and learn what life can be like in a loving, caring and trusting community.

### Extended format for use in printed material – 61 words

Kairos Torch creates a safe environment for the youth to begin to show their true self and learn what life can be in a loving, caring and trusting community through the demonstration of Christ's unconditional love. Kairos challenges the participants to risk being vulnerable in a safe place. With the help of their mentor, they begin to break through their walls.

### Alternate extended format for use in printed materials – 88 words

Goals are accomplished through the vehicle of a Weekend Christian retreat followed by a continuing ministry that includes weekly one-on-one mentoring by Kairos volunteers and monthly group reunions with the Kairos community. Participants need a place where they can be themselves and are accepted. Kairos Torch shows participants it is safe to make friends, the importance of positive support groups, and how they can form groups. Groups (as opposed to gangs) give the participants a viable option by opening their lives up to a variety of meaningful opportunities.



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## Follow up

*Follow Up!! Highly important post contact: Send (or better yet, personally deliver) a basic brochure and interest card. Then “ask for the order!” If hesitant (or they must see it to believe it) offer the individual (and others they may want to invite) attendance at a Kairos closing – if a distant event, be sure to follow up approximately 4 weeks before closing to re-invite/confirm and get closing application submitted to institution...then follow up after closing to “ask for the order!”*

*Be sure to give original or copy of interest card(s) to AC contact for entry into Kairos Community database*

### **Document History:**

Version:    Date:                                  Revised by:    Changes:

2.0	April 10, 2020	D. de la Haye	3 to 5 components & formatting.
1.0	February 20, 2017	D. de la Haye	Document created – based largely on source material from Kairos Ohio and the KPMI 2016 Style Guide.