



ACTIVITY: CREATING AN ELEVATOR PITCH

Use this activity with your organizational leadership and/or program staff to create or refine the way you talk about your program with others.

Supplies: 8.5x11's cut in half, Post-its

- A. Introduction: Consistency in communications is a critical part of having partners have a clear idea of who you are, clear expectations, and clearer ways to advocate and support your program. Word of mouth/face-to-face interactions are some of the most effective ways of building relationships and communicating the value of your team and program.
- B. Whom to Target: Apathetic vs Advocate vs Amenable Audiences
 - a. Write your elevator pitch with "middle ground" audiences who are already amenable to your program in mind.
 - b. Distant, disinterested, apathetic audiences require a lot of effort to win over and may not be a strategic use of time and resources.
 - c. Supportive, engaged audiences do not need to be targeted very strongly.
- C. Participants are given ½ sheets of letter paper, post-its
 - a. Participants have 2 minutes to write down everything they want (potential) partners to know about their program on one side of their half sheet. Prompt responses with the Framework Questions below.
 - b. Participants have 2 minutes to edit down their content from their half sheet to their post-it. Use the Editing Help below.
- D. Framework Questions
 - a. What does your program do/provide for partners?
 - b. Who does your program serve and why?
 - c. How is your program unique?
 - d. How does your program do its work?
- E. Editing Help
 - a. Strategic/partnership goals?
 - b. What isn't important for a first impression?
 - c. Remove redundancies/group ideas
 - d. Can you hear yourself/your staff actually saying this?
- F. Pair up. One person says elevator pitch, gets feedback.
- G. Switch and repeat.
- H. Share back 2-4 examples (or everyone depending on time) to large group, get feedback.