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.