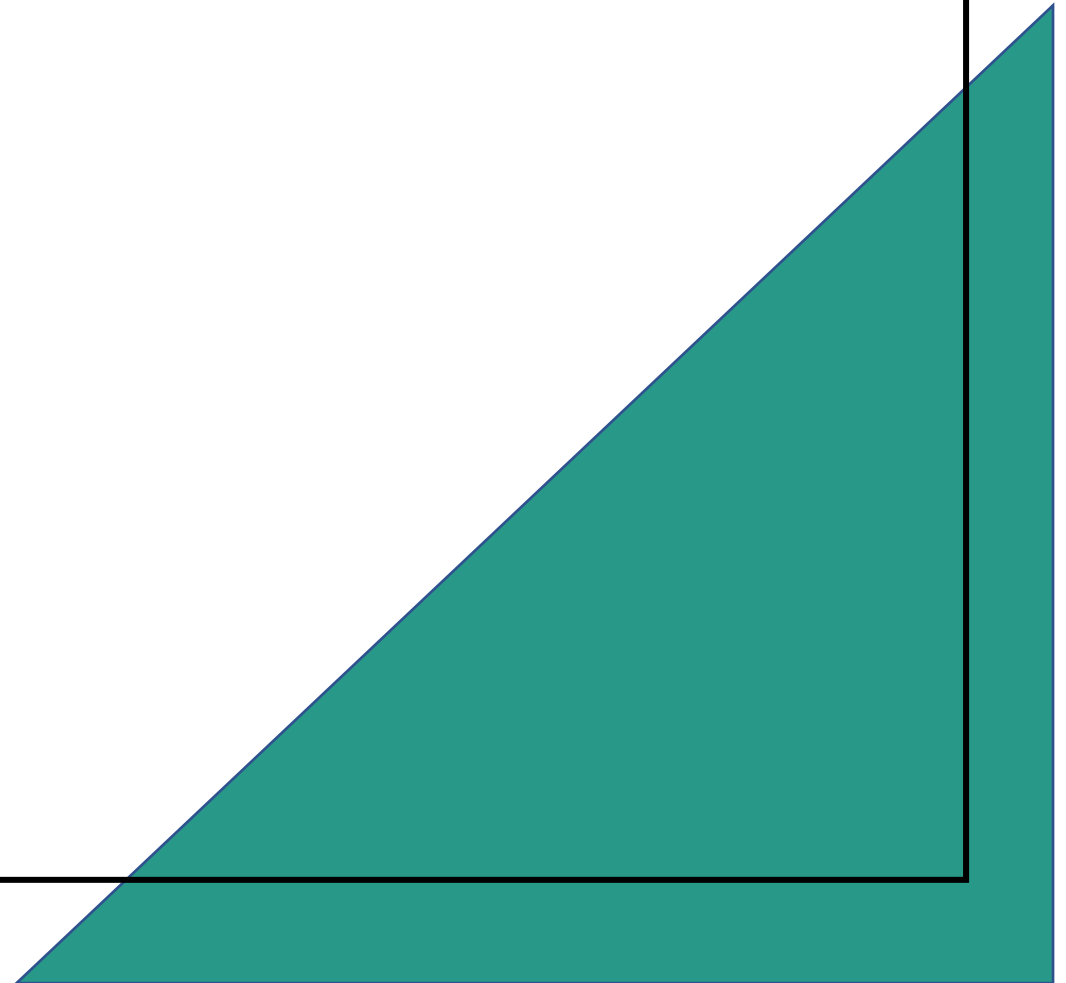


ELEVATOR PITCHES

Getting your points across...*quickly*



Elevator Pitch

- A short (~1 minute) description that clearly and quickly introduces you, what you do, and gets across your main points in a way that anyone can understand.

Good for...

- Interviews
- Pitching funders or collaborators
- Networking
- Community engagement

Not good for...

- Nuance or complex explanations
- Deep personal connections
- People already familiar with your project

Effective Elevator Pitches

- ✓ Take into account the audience
- ✓ Are adaptable and flexible
- ✓ Create connections
- ✓ Can be expanded when needed

This means you need to do some pre-work!

Who are you?

- What is your stake in this issue?
- Why are *you* speaking about it?
- Why should they listen to you?
- Which aspect is most relevant?

Picking which “you” to introduce



Liz Crocker (me!)

Titles

- Mother
- PTA Member
- PhD Anthropologist
- Thriving Earth Employee
- Nature lover
- Maryland Resident
- Pet owner

Experiences

- Graduate research
- Activism (# of years)
- Work history
- Parenting
- Volunteering
- Caring for a sick parent
- Science Communication

You in Relation to Your Project

Titles

-
-
-
-
-

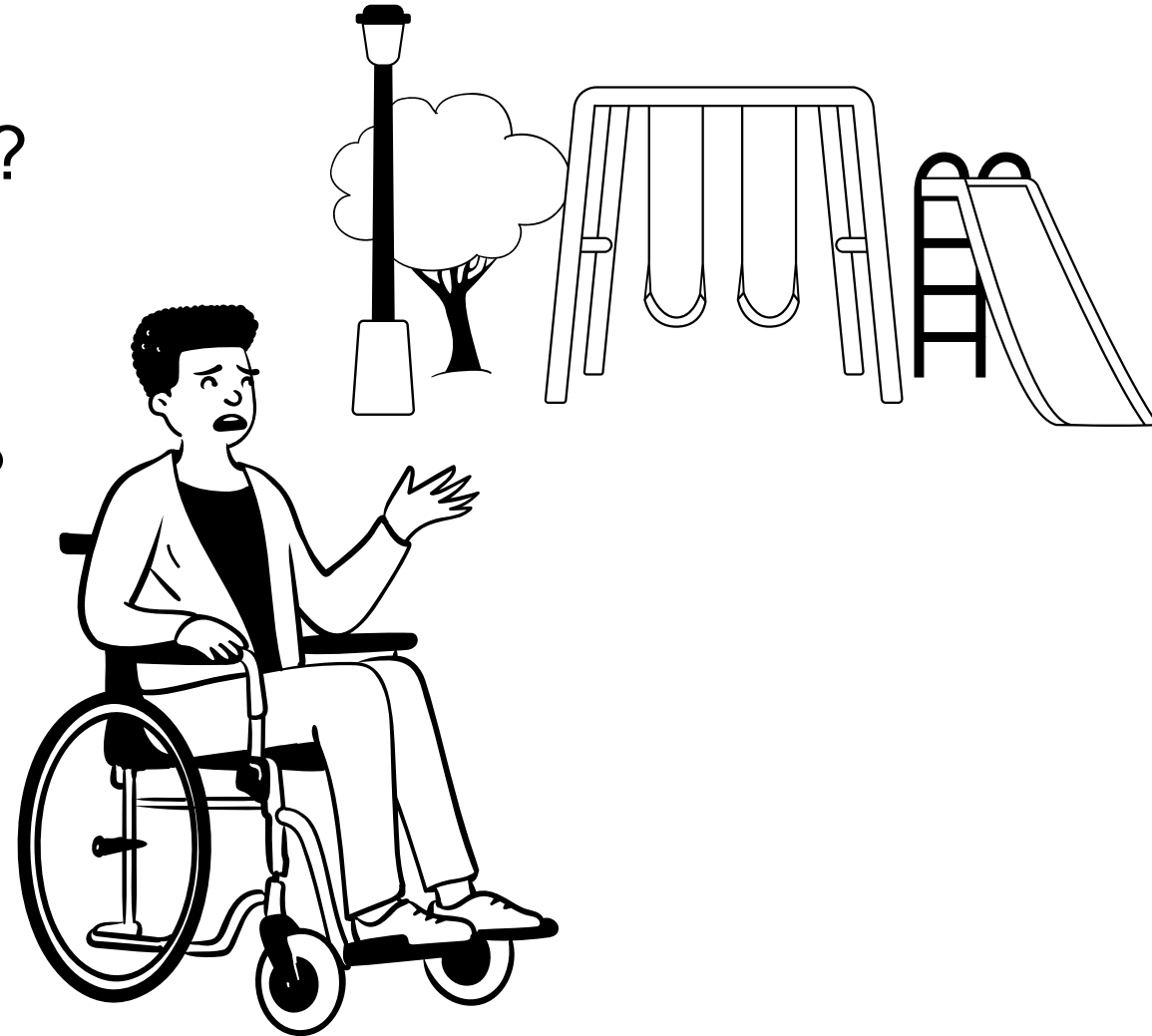
Experiences

-
-
-
-
-

Don't forget to humanize yourself!


Problem or Issue

- What is the main issue or problem?
- Why does it matter?
- Why should they care?
- What is at risk if it isn't addressed?



Problem or Issue

Issue #1

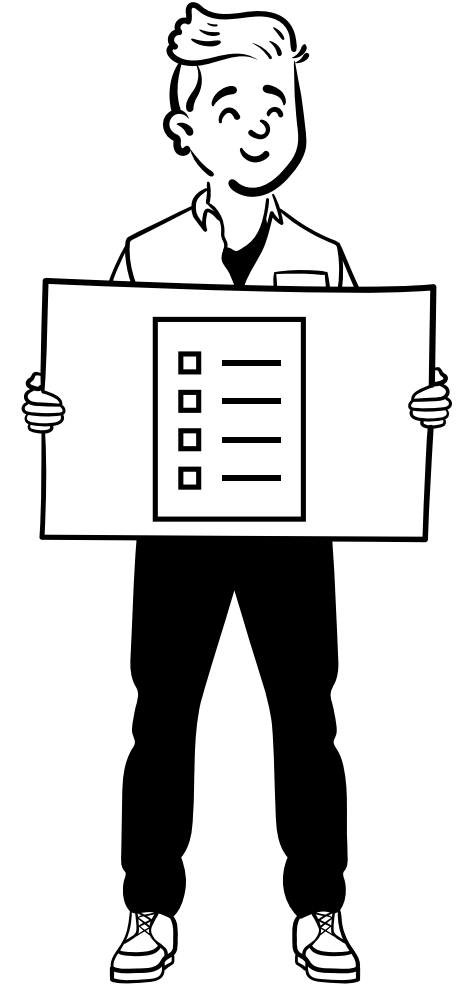
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Issue #2

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Goals and Solutions

- What do you hope to do?
- Why will it matter? What will the impact be?
- How and when will you achieve it?



- Goals:

- How it will impact people:

- Major deadlines:

Action Items & Takeaways

- What will people do with this information?
- What are the next steps?
- Can they get involved?



Action Item Examples:

CHANGE BEHAVIOR

CONTACT POLICYMAKER

VISIT WEBSITE

VOTE

USE TOOLKIT

DONATE

ATTEND EVENT

SHARE

ASK QUESTIONS

VOLUNTEER

- Action items:

- Ways to get involved:

- How can they learn more:

Putting It All Together

- Name and qualifier (title/experience)
- Three main points you want them to remember:
 - What you do & why it matters
 - How you're addressing it
 - Action item(s) for them

Example Template:

My name is Name and I am Title/experience working on Issue/topic .
This is an important issue because Impact/why it matters . We hope
to Goals/plan of action . You can get involved by Action item .

Give it a try

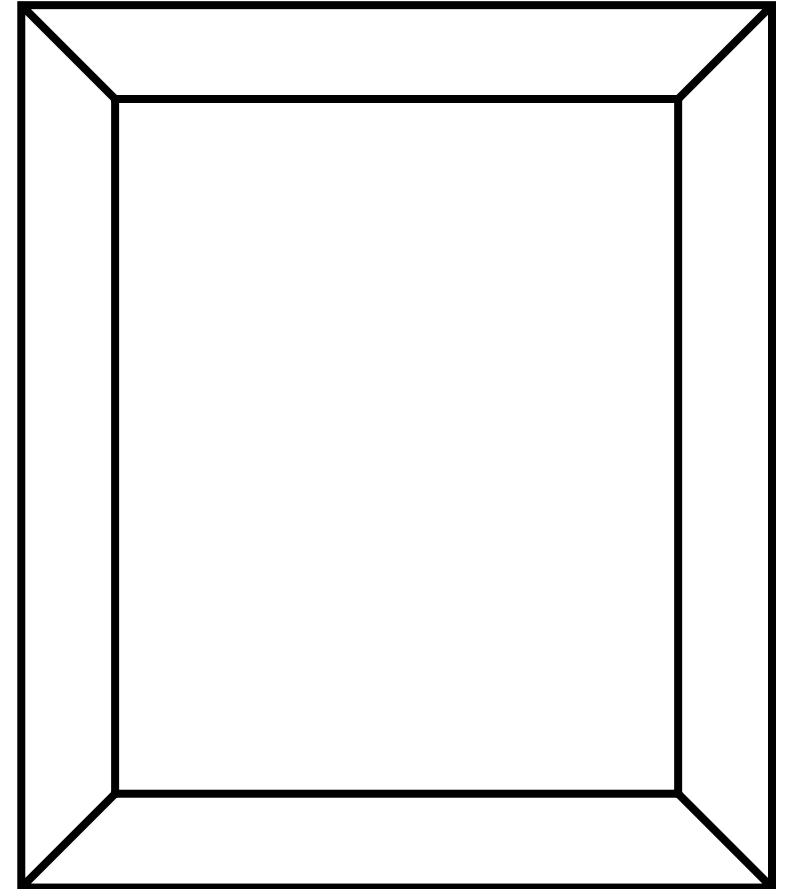


Personalize to Your Audience

- Use your answers to questions above to change up your elevator pitch depending on the audience, your needs, and how your project develops.
- Being Flexible Helps You:
 - ✓ Avoid sounding like you are reading from a script
 - ✓ Ensure you're being relevant and interesting
 - ✓ Making connections
 - ✓ Being impactful

Framing

- How information is organized and presented by placing it into context or connecting it to something with pre-existing value, understanding, ideas, or relationships.
- Examples:
 - Metaphors and Stories
 - Shared Values
 - Pop-Culture or Historical Connections
 - Tradition and Cultural Norms



Example of Personalizing - Flooding

- **Economics:** We need to address flooding in our community because it is hurting local businesses and property values.
- **Environment:** Flooding in our community is spreading harmful pollutants that are destroying our local environment.
- **Families/Values:** Flooding is hurting children in our community – just last year flooding caused four schools to close and multiple families lost their homes.

What do your audiences care about?

Personalizing – Insider/Outsider

Issue #1

- Framing for people who will be directly impacted

- Framing for people who will not be directly impacted

Issue #2

- Framing for people who will be directly impacted

- Framing for people who will not be directly impacted

There Are Always Multiple Viewpoints

- What audiences do you need to speak with? What do they care about? How do you know?

Audience	Values, Interests, Concerns, Identities, etc.	How to frame your project to them

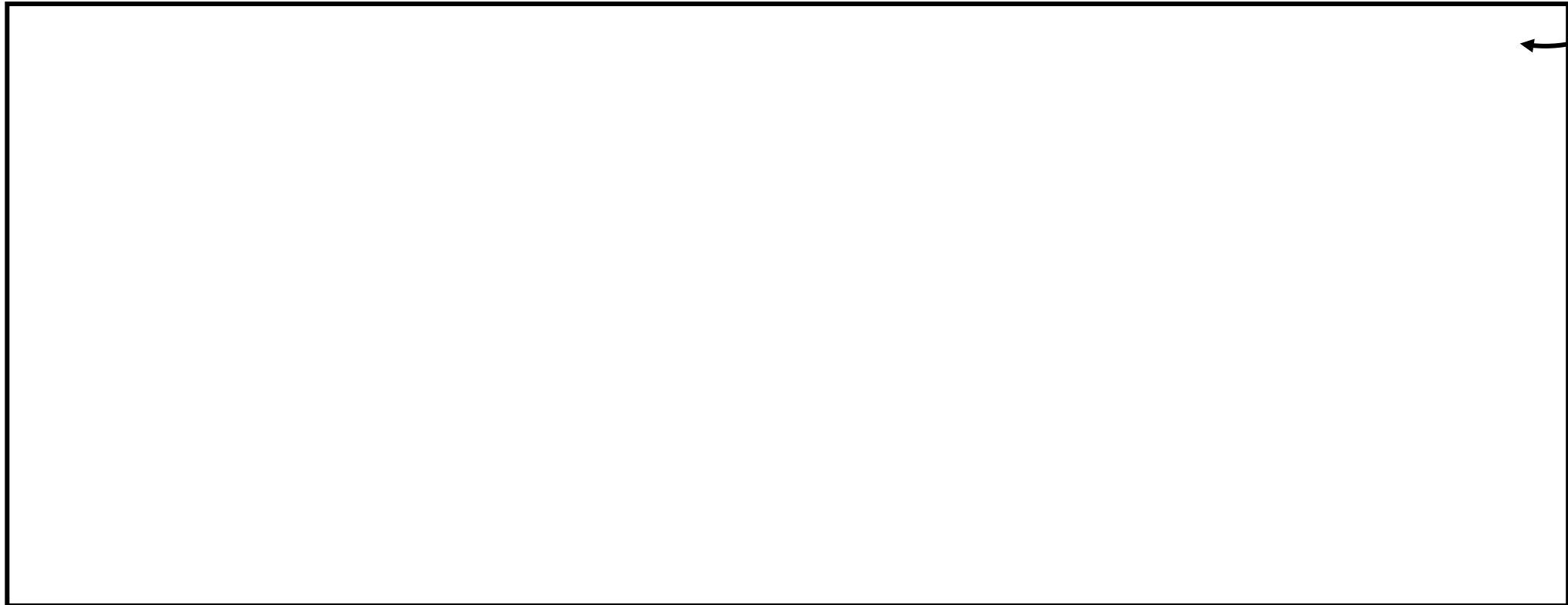
Personalizing Action Items

- Different audiences will also have different actions they can take. Consider the asks you might have for these groups:
 - Policymakers
 - Local Business Owners
 - Teachers
 - A Girl Scout Troop

Practice:

Adjust your pitch for one of your identified audiences

- Audience: _____

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Keep & share this to refine your pitches & practice with your team!

Questions? Email me!

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