


ELEVATOR PITCH ESSENTIALS



An elevator pitch is a brief, persuasive speech that you use to spark interest in you and your policy issue. The ultimate goal of an elevator pitch is to move decision makers to action.

AN ELEVATOR PITCH IS...

 **SHORT** 90 seconds or shorter

 **SPECIFIC** Answer these 5 questions:

1. Who are you?
2. What is your policy area?
3. Why is it important?
4. What do you want to accomplish?
5. What do you need to get it done?

 **MEMORABLE**

Tell a compelling story and present key data that **resonates with the policymaker**, their work, and their values.

TIPS TO ENHANCE EFFECTIVENESS

- 1** Avoid using jargon and providing too many details. It is possible to be accurate without sharing everything you know about the topic.
- 2** Practice makes perfect! Record yourself as you practice your elevator pitch.
- 3** Use a delivery style that is dynamic yet authentic to you. Using body language and varying your tone, pace, and volume will make your pitch more engaging.
- 4** Tailor your pitch to your audience. Research some basic information about them and think through how you can frame your work to connect with their values and interests.
- 5** Present lengthy facts and statistics using short analogies, comparisons, or breakdowns. You want to present numbers in a way that is relatable and intuitive to the policymaker.