

Elevating Your Pitch:

Making the Case for Your Cause, Quickly

November 10, 2016





An Opening Thought:



An Opening Thought: Elevator Pitches Stink And Everyone Hates Them.





1. Don't Bury The Lead
2. Be Clear and Specific
3. Avoid Negativity
4. Understand Success



Your Core Message:

- What You Do
- Why It's Important
- Why You Do It Better Than Others



“The Unified Society of Associations was founded in 1823. Our founder, Dr. Thaddeus P. Thudpucker, was a pediatrician and humanitarian who won 15 Nobel Prizes. We were the first organization to provide food and clothing to homeless people in Brooklyn.”



“The Unified Society of Associations works with the United Way, The Girl Scouts, The Gates Foundation, The Clinton Global Initiative, The National Institutes of Health, Pepsico, and the Royal Canadian Mounted Police to provide a range of important services across North America.”



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- B. “We run storefront community centers in the South Bronx and Brownsville that help struggling people find good jobs and clean, safe places to live.”



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“We’re just starting out, but we hope to do important work soon.”



“As you know, we’ve struggled in the past, but now we have a fresh approach and energized new leadership.”



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- A successful pitch begins a conversation
- Intriguing is better than comprehensive
- “I’m not interested” is a success,
“I don’t understand” is a failure



You have to believe that
what you're saying is true.