

DEVELOPING AN ELEVATOR PITCH

An elevator pitch is a short, persuasive statement that can be used to spark interest in your audience and concisely explain your campaign. A good pitch typically lasts 20 to 30 seconds (or at the very least, no more than 60 seconds) and will likely need to be adjusted depending on your audience and what you are trying to accomplish.

It takes time to get your pitch right. You'll likely create several versions of your pitch before you settle on one that feels most compelling and natural. The below questions, exercises, outline, and tips will help guide you as you create your pitch.



Seven questions to ask before constructing your elevator pitch

1. Who is your audience? Elected officials, potential advocates, volunteers, reporter, someone else?
2. What is your goal? What is your campaign seeking to accomplish?
3. What is the problem your campaign is trying to address?
4. What is your personal motivation for this campaign?
5. Why should your audience care? How can you appeal to their self-interest?
6. How do you want your audience to feel about what you said?
7. What action do you want your audience to take?

Exercises

1. Apply your answers from the above questions and use the 27-9-3 rule to concisely explain your campaign goal and what you are trying to accomplish.
 - a. 27 words—use no more than 27 words to explain your point
 - b. 9 seconds—take more than 9 second to explain your goal

c .3 points—discuss no more than three points

2. Brainstorm a good hook. What question could you ask your audience to get them interested in hearing more?

Example Elevator Pitch Outline

1. Introduce yourself and/or engage with a question
2. Explain what your campaign is about
 - What is the problem?
 - What is your solution?
3. Request action

Quick Tips

- Keep your pitch clear and concise
- Know your audience
- Avoid using jargon
- Share your passion/Tell a short story
- Practice

Homework

Using your responses and the tips above, write out a draft elevator speech for your campaign. Don't worry about making it perfect. Try it out – practice it out loud in front of friends or family and get their feedback. If your pitch is getting too long, try narrowing down parts of it using the 27-9-3 rule.