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**SPREAD THE WORD**

**ELEVATOR PITCH**

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## **1. What is an Elevator Pitch**

An elevator pitch is a brief, persuasive speech that you use to spark interest in what your organization does. You can also use them to create interest in a project, idea, or product – or in yourself.

A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.

It should be interesting, memorable, and succinct. It also need to explain what makes you – or your organization, product, or idea – unique.

The pitch should engage your audience in a way that encourages them to learn more about your organization and excites them to become involved.

## **2. Creating an Elevator Pitch**

***Can you explain your organization or your project or yourself in one sentence?***

A solid introduction of your value and purpose will be the most important attention grabber for your pitch.

An elevator pitch does take a lot of preparation and should go through several iterations and evaluations before it feels solid, so do not get discouraged if your first pass doesn't feel just right.

One way to approach the introduction is to utilize your organization's, project's or yourself' s mission/purpose statement.

Other way is to answer to the following questions:

### **1. What you do**

Briefly describe the purpose of your project. Why did you develop and implement this project? When you start your elevator pitch say something unexpected. Think of what might capture someone's attention. Make it memorable.

### **2. Who you do it for**

Describe your target audience(s)

### **3. Why is what you do important**

Scale of the problem? Whose life will be transformed? Do not go into excruciating detail. Pick something compelling and interesting. If people are not genuinely curious when you tell them what you do that means you have to redefine your project's purpose. You want people to want to hear more.

### **4. Scope of the impact you make (optional especially when your project is in the early stages of implementation)**

Share a quantitative result. How many people did you help till now via your project?

### **5. How others can make an impact:**

A clear call-to-action.

**Example:**

**First Part of the Elevator Pitch**

The project seeks to empower low-income families in 4 different European countries by offering financial services and education programs to help them achieve home ownership and economic stability.

**What are the main ideas?**

“offering financial services and education programs” and “achieve home ownership and economic stability”

**Now something shorter**

*We offer financial services and education programs to help low-income families achieve home ownership and economic stability.*

That is a single sentence, but might be a little too formal for conversation.

**Let’s reword it.**

*“What does your organization do?”*

*“We help low-income families become more financially stable with free classes and professional advice.”*

**Second Part of the Elevator Pitch**

*Till now we have helped 100 families.*

**Third Part of the Elevator Pitch**

*Would you like to join us?*

**Final Elevator Pitch:**

*“We help low-income families become more financially stable with free classes and professional advice. Till now we have helped 100 families. Would you like to join us?”*

### **3. Develop Your Project’s Elevator Pitch**

Choose one of your projects and then, by following the above mentioned guidelines, craft your project’s elevator pitch.

Try to be simple (don’t use jargon), authentic and in time. You have only 30 seconds.