

The Elevator Pitch

Creating an Elevator Pitch



About You



What Do You Offer?



How Do You Do It?



Call To Action



Why an Elevator Pitch?

- Time is limited.
- First impression is the best impression.
- Saturated nonprofit space.
- Board members are our best advocates!
- Keep it simple—30-60 seconds.



About You

- If you are already friends with your audience, modify the introduction.
- Open with a statement that grabs attention: a hook that prompts your listener to ask questions. Tell them who you are, what is your role.
- Examples:
 - I'm Lila Cohen, Director of Development and Community Relations for *FIRST* Washington Robotics, the largest after-school STEM program in Washington State.
 - I'm Rob Short. I serve on the Board of *FIRST* Washington Robotics, an exciting, hands-on after-school STEM program here in Washington.



What do you Offer?

Explain what problem(s) *FIRST* Washington solves, offer a vivid example:

We serve over 10,000 K-12 students across Washington and expose them to the world of STEM, something they may not have had access to or opportunities to learn. This is done through three unique program tracks: *FIRST* Lego® League/FLL, *FIRST* Technical Challenge/FTC , and *FIRST* Robotics Competition/FRC for high school students.



How do you do it?

Give a concrete example, show our uniqueness, real impact stories:

Our programs come to life through a network of over 5,000 volunteer coaches and mentors. Volunteers come from all industries: technology to business, start-ups to nonprofits. Over 50% of our students are from Title 1 schools, and studies show exposure to *FIRST* Washington Robotics programs lead to students being 50% more likely to go to college and twice as likely to major in science and engineering.



Call to Action

What is the most wanted response after your elevator pitch? Is it a card, a referral, or a date to meet again and chat further?

Can I shoot you an email to chat further?
Are you available for a quick coffee right now?
Here's my card, I'd love to connect again.



List of Don'ts (and some Do's)

Don'ts

Anything that goes over a minute.

Using too much jargon, this goes for techy stuff and nonprofit wording.

Sounding too salesy or reciting our mission statement.

Rambling on or being monotone.

Do's

Do be yourself!

Do tailor the pitch to them, not you.

Do show your love for the work!

Do have cards at the ready.



Thank you!

Please feel free to email me at lilam@firstwa.org if anyone would like to practice their elevator pitch!