Creating Your ELEVATOR PITCH

1) My Goal is:
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

2) This is the Problem/What Frustrates Me
   a) ______________________________________________________________
   b) ______________________________________________________________
   c) ______________________________________________________________

These are some ... SOLUTIONS
   a) ______________________________________________________________
   b) ______________________________________________________________
   c) ______________________________________________________________

3. Here is an as example of What is... What Should be...
____________________________________________________________________________

4. What can be done to bring about Awareness, Change, or a Solution?
____________________________________________________________________________

5. What are some ways I can approach this/unique Ideas? Or a unique experience I had?
Elevator Pitch

You discover you are in an elevator with a Senator. You have one minute before the elevator opens and you go your separate ways. What do you say?

An elevator speech = a brief opportunity to share, “This is important to me and This why you should care.”

GOAL—plant a seed of curiosity so as the elevator doors (real or metaphorical) open, the listener says, “Tell me more.”

To craft a good introductory elevator speech:
Quick introduction (name/organization if applicable)—describe what you do or an experience, and why it’s important in the world.
Make the most of every opportunity, i.e., in a store, at the hospital, with any medical professional, and any politician—An elevator speech is used to begin a discussion, to spread awareness, to solve a problem, to encourage change, to elicit support for a bill, etc.
I adapt what I say to who I am speaking with, i.e., someone I meet in the mall on tube feedings, a nurse at clinic I am asking to leaving Oley brochures with, or a politician.
The key is to think of your GOAL!—What is the most important thing you want them to know or what are you asking them to support!

Hi Senator,
Introduce self, state organization you’re with, and if a Constituent.
My name is Bette. I’m a constituent of PA. I’m here today with DDNC, representing the Oley Foundation, a national nonprofit for people on IV nutrition or tube feedings.

If you know fact or statistic can say it or say something to capture listener’s attention.
- Could state total membership of Oley,
- Could state a fact about you disorder, etc.)
- Could share a positive value (think of what value you or the organization adds to the community)
- Could share how the problem affects you or others (especially a problem proposed legislation addresses)
- Could state how proposed legislation would affect you, positively or negatively

Example: I volunteer with Oley and I help several members in our community obtain much needed tube feeding formula because their insurance company refuses to cover it, saying it is food. However, tube feeding formula costs a lot more than regular food. A constituent called me the other day crying and distraught. She had to decide between spending $1,200 a month
on tube feeding formula so her Mom would have life-sustaining nourishment or pay the mortgage! What a gut-wrenching decision each month: to feed Mom so she could live or let her starve so they would have a roof over their head.

End with an ask:
- Ask for a follow-up meeting
- Ask them to provide you with info or they ask you to provide more information
- Ask to support a Bill.

**The ASK, example:** Please cosponsor the Medical Foods Equity Act so insurances will cover tube feeding formula for those with digestive diseases.

**Steps**—keep it interesting, memorable, and succinct.

1. Introduction
2. Hook them in—select most relevant experience
3. Identify a Problem and
4. The ASK
5. Answer Any Questions

**Mistakes to Avoid**

1. Wordiness
2. Taking too much time
3. Not understanding audience
4. AVOID using jargons/medical phrases non-medical people would not understand.

**Your Elevator Pitch**

1. My name is_______________________________. I am a constituent of yours. I live in ___________________________. I am a member of the Oley Foundation. I’m diagnosed with ________________
2. What IS... the Problem/ What Frustrates Me

___________________________________________________________________

___________________________________________________________________

___________________________________________________________________

A unique fact or statistic: ____________________________________________

3. Experience of mine or another that is an as example of the problem.

___________________________________________________________________

___________________________________________________________________

___________________________________________________________________

4. MY ASK! Or what can be done to encourage change for the better:

Please support_______________________________________________________

_______________________________________________________________________

5. Ways I can approach this/unique ideas:

___________________________________________________________________

___________________________________________________________________

An example:

My name is Bette. I’m a constituent of Pennsylvania. I’m here today with DDNC, representing the Oley Foundation, a national nonprofit for people on IV nutrition or tube feedings.

I volunteer with Oley and I help several members in our community obtain much needed tube feeding formula because their insurance company refuses to cover it, saying it is food. However, tube feeding formula costs a lot more than regular food. A constituent called me the other day crying and distraught. She had to decide between spending $1,200 a month
on tube feeding formula so her Mom would have life-sustaining nourishment or pay the mortgage! What a gut-wrenching decision each month—feed Mom so she could live or let her starve so they would have a roof over their head.

Please cosponsor the Medical Foods Equity Act so insurances will cover tube feeding formula for those with digestive diseases.