

## The Art of the Elevator Pitch

### What is an 'Elevator Pitch'?

An elevator pitch is a concise, carefully planned, and well-practiced description of your organisation and what it does that a funder should be able to understand in the time it would take to ride up in an elevator!

### What an elevator pitch isn't!

- It is not a sales pitch.
- Don't get caught up in telling how great your service is.
- You are looking for someone to 'buy' into your organisation.

In an increasingly competitive market, where the climate is of reducing the amount of money spent all organisations will have to be able to be competitive in tendering and commissioning and 'selling' what they do. Being able to speak about your organisation quickly and concisely will help when you meet potential funders.

### Creating the elevator pitch

1. *What is your product or service?*
2. *Who is your 'market' – who do you support?*
3. *What is your revenue model?* Simply – how do you expect to earn income and sustain your service in the future?
4. *Who is behind the organisation?* Know a little about your Trustees/ Board/ Management Committee and their achievements.
5. *Who are your partners or competition?* Useful to know who they are and what they have accomplished.
6. *What is your competitive advantage?* Think about how you might have advantage over the competition – expert knowledge, experience, better partners.

What your pitch needs to contain:

- A 'hook' – a statement or question which makes people want to hear more.
- About 150-225 words – no longer than 60 seconds.
- Passion – demonstrate energy and dedication.
- A request – you need to ask for something. What do you want a business card, meeting or a referral?

Remember: An elevator pitch is about showing someone what your organisation can do and how it fits in with a wider market. It is a short pitch to help someone understand what you do. If it's relevant you can then expand the conversation/ application to explain more fully about what you do and want to do.

Adapted from: [www.knowanddo.com](http://www.knowanddo.com) & [www.businessknowhow.com/money/elevator.htm](http://www.businessknowhow.com/money/elevator.htm)

