



# ELEVATOR PITCH TIPS AND TEMPLATE

Edtech Advocacy Toolkit

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### Purpose of an Elevator Pitch

You may find yourself in a situation where you unexpectedly come in contact with an influential policymaker or staffer who is involved with educational technology. Often times, you have less than a minute to convey your message. To make the most of this moment, it is critical that you have prepared a pitch in advance.

### Elevator Pitch Tips

- Only approach the individual when the setting is appropriate to do so.
- Center your pitch on a specific issue this influential individual can help solve.
- Use simple English in place of policy jargon.
- Frame the elevator pitch around the point of view of the individual. Use language that resonates with them.
- Be passionate and succinct. Do not overstay your welcome. Your goal is to pique the individual's interest and leave them wanting to know more.

### General Template

- Introduce yourself and briefly describe your role and expertise in the field.
- State your case citing details that are important to the individual.
- Suggest how they can contribute to the solution.
- Explain how you can help the individual in navigating the issue.
- End with a call to action (e.g. a future meeting or a phone call).
- Ask for a business card and supply one.