

## Elevator Pitch Worksheet



### What is an Elevator Pitch?

The "elevator pitch" is a quick summary of an organization and its goals or perhaps a specific campaign or effort for an organization. The objective is to clearly and memorably tell your story and your organization's story within the course of an elevator ride or 30-60 seconds.

Sometimes, it's hard to communicate what it is that we are working on in a concise and straightforward way and when someone asks: What is Vermont's Child Care crisis or Act 76 or what does Let's Grow Kids do? We get tongue-tied. A good way to avoid this is to create an elevator pitch and practice it often so you can feel confident spreading the word quickly and effectively.

### Key Components of an Elevator Pitch:

- Who you are
- What Let's Grow Kids is or what the child care crisis is
- Why you joined and ASK

### How Do I Create an Elevator Pitch?

**Step 1:** What is your name? What is your role with Let's Grow Kids/Implementation of Act 76/Child Care Crisis? (Think: educator, parent, business owner, etc...).

**Step 2:** Why and when did you get involved with Let's Grow Kids and the implementation of Act 76/Child Care Crisis? (Hint: Try to keep this to one or two sentences).

**Step 3:** What is Let's Grow Kids/Act 76 and the Vermont child care crisis? Who are

we/what are we doing? (Hint: Adopt language from the LGK website and from the messaging guidelines and talking points).

### **About Let's Grow Kids and the Implementation of Act 76/Child Care Crisis**

**Our vision for a better Vermont is happening RIGHT NOW!** – this new law brings us as close as we've ever been to achieving our mission of a sustainable and equitable child care system – one where all Vermont families have access to affordable, quality child care; every child has access to skilled and professionally compensated educators; and families spend no more than 10% of their household income on child care.

**Act 76 proves that solving our state's child care crisis is within our reach.** We're already seeing child care programs increase staff compensation and benefits, improve and expand their facilities, and create new child care slots, ALL because of Act 76.

**What's next for Vermont's Child Care Campaign? Progress happening on the ground is just the beginning!** We owe it to Vermonters TO GET THIS RIGHT and continue to make sure this new, historic child care funding gets into the hands of those who need it most – our child care programs, our early childhood educators, our families and our kids.

Right now, we're focused on keeping the momentum going so that we can fully solve our state's child care crisis. This year, that means:

- Making sure Act 76 is fully funded and implemented effectively;
- Continuing to celebrate, encourage, and support lawmakers in fully tackling the child care crisis;
- Celebrating progress and highlighting the benefits of public investment in child care.

**General Call-to-Action:** We can't do this alone – we need your help! If you haven't already, take the child care pledge, attend an event, donate to the campaign, and get your friends and family involved.

## Examples:

- *My name is Jane and I'm a parent of 3-yr old twins. Because it has been so hard to find affordable child-care near home, I have had to cut back on my own work to stay at home. This has been a significant financial hurdle for our family. When I saw that Let's Grow Kids had been so effective in promoting the Vermont Child Care Campaign last year - now known as Act 76 - I knew it was a step in the right direction and an opportunity for me to help ensure its implementation, so that I could re-enter the workforce full-time. Right now, we are focused on keeping up the momentum of implementation. Would you be interested in learning about ways to get involved?*
- *As the director of an early child care center, I knew I wanted to get involved in helping Let's Grow Kids with implementation of Act 76 that will end VT's Child Care Crisis. Progress is already happening here on the ground and Vermonters are seeing child care programs increase staff compensation, improve and expand their facilities, and create new child care slots. I know this is vital to continue and am proud to have found a way to find my own voice in order to be a part of the solution. Would you be interested in getting involved with us to make sure your voice is heard too?*
- *As a small business owner here in Vermont, I know that child care is essential. Now, I'm not a parent, but several of the folks who work with me are and I know that finding reliable child care is an ongoing struggle for them. My employees have to make difficult choices when child care falls through and this impacts the work we do together here. So, we MUST continue to work together towards solving the child care crisis - that's just good business! The first thing I did to get involved here was to sign the pledge card - is that something you would be interested in doing as well?*
- *As a grandparent, I love that I am able to help my son and his family out by watching his daughter for a few hours a week, but also understand they need more full-time child care which, unfortunately, I am not able to provide due to other commitments and obligations. The financial burden for my son is astronomical and the nearest early childcare center is 45 minutes away from where they live. I know they are thinking about moving out of state in order to better accommodate their circumstances and that is definitely not something I want, nor can I do anything to prevent. I also know that ending the child care crisis would help to keep families like mine in Vermont. If elected, what*

would you do to support this implementation of Act 76 and be a childcare champion that we need right now?