

What is an Elevator Pitch and Why Do I Need One?

TRAINING GOALS

1

The importance of
an Elevator Pitch

2

Draft your own
Elevator Pitch

3

Practice

What is an Elevator Pitch?

Key Components of an Elevator Pitch

- Who you are
- What LGK/Act 76/Vermont Child Care Crisis is
- Why you joined
- Ask

Example 1:

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?



Example 2:

As the director of an early child care center, I knew I wanted to get involved in helping to implement the legislation designed to end VT. 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?



Example 3:

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?



How To Create an Elevator Pitch in 3 Easy Steps:

1. What is your name? What is your role with LGK/Act 76?

How To Create an Elevator Pitch in 3 Easy Steps:

2. Why and when did you get involved with LGK/Act 76?

How To Create an Elevator Pitch in 3 Easy Steps:

3. What is LGK/Act 76 and the VT child care crisis? Who are we? What are we doing? (Add the ask)

Now some practice:

The Elevator Pitch Worksheet

- Review worksheet (2 mins)
- Draft your elevator pitch (5 mins)
- Practice in pairs (10 mins)

Debrief