



Elevator Pitch Template

Advocacy Toolkit

Use this template to develop your own elevator pitch to advocate for the importance of digital learning.

What is an elevator pitch?

You may find yourself in a situation where you unexpectedly come in contact with a policymaker or staff member who is influential in digital learning policy. In cases like this, you have less than a minute to make an impact. To make the most of this moment, it is critical that you have prepared a pitch in advance.

What are appropriate settings to use an elevator pitch?

- Elevator
- Grocery store
- Buffet line
- Airport
- Conference

General tips and strategies

- Frame the elevator pitch around the point of view of the person to whom you are speaking.
- Center your pitch on a problem this influential person can help solve.
- Speak his or her language. Use plain, simple English—not jargon.
- Your goal is to pique the person’s interest and leave him or her wanting to know more.
- Be passionate, concise and succinct.
- Don’t overstay your welcome.
- Most importantly—practice, practice, practice!

General outline for an effective pitch

Introduce yourself and make a compelling case:

- Introduce yourself and quickly describe your role and digital learning expertise.
- State the case you wish to make using powerful details that are important to the listener (e.g. higher test scores; jobs; online assessments).

- Suggest how the listener can resolve the problem.
- Explain how you can make his or her work on this issue easier.

Just before your 30 seconds are over

- End with a call to action—a future meeting or a phone call to continue the conversation.
- Ask for a business card and supply one, as well.