

CHAMPION'S ELEVATOR PITCH

Guided Exercise

Creating a compelling elevator pitch is essential for effectively communicating the mission and impact of your nonprofit. Use this template to craft a concise and inspiring message that resonates with your audience. You could also call this the Mission, Inspiration, Impact Exercise, but that is a lot more words.

Use this to start a board, staff, or volunteer meeting to help champions prepare “what” they will say about your organization. You could provide time to work on it and have people share their pitches afterwards.

Introduction

Briefly introduce yourself and your role within the organization.

Mission Statement

What does our organization do, in your own words?

What is our primary goal or purpose?

Example Starter: "At [Organization Name], our mission is to [state mission succinctly]. We are committed to [specific impact or goal]."

Inspiration

Why does this mission matter to you?

What inspired this work? Share a personal or organizational story that highlights the importance of your mission.

Example Starter: "Our journey started when [describe a powerful moment or realization]. That experience ignited our passion to [action or purpose], and it drives us every day to create meaningful change."

Impact

What difference have you made, or are you striving to make?

Quantify your results or describe the transformation you aim to create.

Example Starter: "Since [year or starting point], we've [describe achievements or progress]. Our work has [explain the positive changes], impacting [community, individuals, or areas of focus]."

Call to Action

What do you want the listener to do? (Volunteer, donate, share, or learn more)

Example Starter: "You can join us in creating change by [specific action]. Together, we can [state the broader goal or mission alignment]."

Special Note: Keep it short and conversational. About 125 words usually fit in a minute.

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Worksheet

Introduction:

- Name:
- Role/Title:

Mission Statement: (In your own words.)

Inspiration: (Why are you engaged with this organization?)

Impact: (What makes you proud of this organization?)

Call to Action: What do you want them to do?

Special Note: *Keep it short and conversational. About 125 words usually fit in a minute.*

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Example

Introduction

Name: Sarah Thompson

Role/Title: Executive Director

Mission Statement

"Our mission is to provide educational resources and mentorship to underserved youth in our community."

Inspiration

"The inspiration behind our mission began when our founder, Jane Doe, experienced firsthand the transformative power of education growing up in a low-income neighborhood."

Impact

"Since our inception, we have successfully mentored over 1,000 students, with 80% of them pursuing higher education."

"We aim to expand our reach to five new schools next year."

Call to Action

"We invite you to volunteer as a mentor or donate to support our programs."

"Your support helps us equip the next generation with the tools they need for a brighter future."