

**The elevator pitch is a short and memorable verbal summary of your project and its value.**

**STEP ONE:**

Create a pitch no longer than **30–60 seconds** (less than 250 words). Review the following questions to help frame your pitch:

**WHAT?**

- What is your project?
- What problem are you addressing?
- What motivates you to act?
- What is your innovative solution?
- What is your unique value proposition?
- What is your competitive advantage?

**WHO?**

- Whom will you serve?
- Who are your collaborators/partners?

**HOW?**

- How are you creating change?
- How is your project funded?
- How can others help make an impact?

**STEP TWO:**

Read through your pitch. Does it clearly articulate the importance of your project? Does it clearly identify who is involved and why? Does it include a specific ask or call to action?

**STEP THREE:**

Practice, practice, practice. The elevator pitch should sound natural but energetic. You will be able to clearly communicate the importance of your project and persuade others to join you to increase impact in your community.