

## Elevator Pitch Exercise

**Purpose:** To assist the respondent in the development and articulation of a *personal testimonial*. When combined with industry-related information, (why/where/to what extent the issue addressed by the organization exists) and organization-specific data (how/to what extent the organization addresses the need) the responses below should form a *personal elevator pitch* for the respondent.

**Talking Points (Industry-related info + Organization-specific info) + Personal Testimonial = Elevator Pitch**

What particular components of the organization's vision/mission/strategy resonate most significantly with you?

What was your initial rationale for volunteering with organization?

How have you been *personally* impacted by your service?

How have you been *professionally* impacted by your service?

What tangible contribution(s) – including financial – do you intend to make during the tenure of your volunteer service?

What do you think are the top 1-2 reasons others should care about – and invest resources in – the organization?