



Top Tips



Creating your elevator pitch

Mission and Values



This guide will be useful for: community transport operators who want to talk to others to spark interest in your organisation or idea.

What you want to achieve:

The development of some simple yet effective statements that can be tailored to suit different fundraising purposes. ✓

What you'll need:

Stopwatch ✓

Red pen and ability to edit ✓

Understanding of your vision and mission ✓

How you'll do it:

- An elevator pitch is a short, pre-prepared, speech that clearly and succinctly explains what your organisation does, and why it matters. **It is a brief, persuasive speech that you use to spark interest in what your organisation does.** You can also use it to create interest in a project, idea or product.
- A good elevator pitch lasts for between *30 – 60 seconds*, no longer than a short elevator ride, hence the name. **It should be interesting, memorable and above all, short!** It also needs to explain what makes your organisation, or project, unique.

- An easy way to think of your elevator pitch is as an **Executive Summary** with the proviso that it should grab people's attention, not bore them.
- **When to use an elevator pitch:** you can use one to introduce your organisation to potential volunteers or supporters. Or to tell people what you do for a living, or when you're ringing a grants officer or potential funder to introduce yourself or your project idea. Or you could use it as the basis for a covering letter to charitable trusts or as the opening statement for your 'case for support'.
- **Crafting an elevator pitch:** it can take some time to get your pitch right. You'll probably go through several versions before you settle on one that is compelling, and that sounds natural in conversation.
- **Identify your goal – start by thinking about the objectives of your pitch.** Do you want a simple and engaging speech to explain what you do for a living, or a compelling pitch for introducing yourself to funders?
- **Explain what you do – start your pitch by describing what your organisation does.** Be specific: who are you, what's the organisation, what's your mission, where are you located, where your impact is focused, why the person you're speaking to should care about your organisation.
- Define the problem that is worth solving and **focus on how you help people** (describe your solution). Add information or a statistic that shows the value in what you do.
- Ask yourself this question as you start writing: what do you want your audience to remember most about you? **Keep in mind that your pitch should excite you first; after all, if you don't get excited about what you're saying, neither will your audience.** People may not remember everything you say, but they will remember your enthusiasm and passion.
- Communicate your *USP* (unique selling point). **Identify what makes you, your organisation or your ideas unique.** You'll want to communicate your USP after you've talked about what you do. How are you different? What sets you apart?
- Read it aloud and time yourself – edit anything that doesn't absolutely need to be there. **Your pitch needs to be snappy and compelling, so the shorter it is the better.** Less is more. Practice, as it needs to sound natural when you say it, but avoid sounding over-rehearsed, as that can make it sound flat.
- One example of an elevator pitch:

"Hi, I'm Andrew, Project Manager for Anytown Community Transport, and we provide an affordable and accessible dial-a-ride scheme. Without our service older and disabled people would be stuck at home unable to get out for basic necessities, such as doing their weekly supermarket shop, getting to their Doctor's appointment, going to the hairdressers, and visiting family and friends. Anytown's population is older than the national average, and 45% of

pensioner households don't have access to a car. If people didn't have our door-to-door transport to rely on, they could become very isolated and unwell. It's recognised now that loneliness kills: it can be as damaging to long-term health as smoking 15 cigarettes a day. We help people connect with others in the community and want to develop more activities using our minibus to get people safely to and from the activities. Our passengers have developed a good rapport with our caring and professional drivers, and they often refer to our service as a 'lifeline'. Please could you help us to reach more people by funding our new project?"

Connecting Communities in Wales

This top tips guide was put together as part of the Connecting Communities in Wales project run by the Community Transport Association. The project is funded through the Welsh Government Rural Communities Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government, and aims to support community transport in Wales through creating new partnerships, bringing funding into the sector and creating new transport networks.