

Elevator Pitch

30th Anniversary of Charter Public Schools | 2021-2022

An “elevator pitch” is a concise (think 30-60 seconds) way to introduce yourself or idea (chartering!) that can be communicated in the time you ride an elevator with another person. An elevator pitch comes in handy when you are networking, or talking with potential partners, parents, media members, and more. Keep in mind these 5 points:

1. Introduce yourself.
2. Define the problem/solution and value/benefit in simple terms and in just a few words.
3. Keep your audience in mind: What is your ask? What do you need/want?
4. Wrap by getting/giving contact info for follow-up.
5. Practice your pitch!

Example A (General example):

Hello (name), it’s nice to meet you! I’m (name) and I’m a (insert role) at (insert school or org). I’m passionate about helping people and organizations dedicated to improving education for our kids. At our organization, we offer (insert primary audience) the opportunity to (insert how your program/services benefit your primary audience). We can make (insert value statement). We’d love to support the work you do on behalf of kids. Here’s my card. Can I have yours? Great, I’ll be in touch!

Example B (Institute example):

I’m (name) and I’m the (role) at the National Charter Schools Institute. We are committed to ensuring more students can attend an excellent school that works for them (or meets individual needs). To do that, we inspire, equip and support authorizers, boards, and schools to deliver on that promise or to make an impact for kids, families, communities and the public school system. I would love to share with you more about Epicenter, a powerful web-based tool that promotes effective decision-making and communication to help you, as a leader, be impactful. Here’s my card. Can I have yours? Great, I’ll be in touch!