

## Elevator Pitch

Keep in mind these 3 principles:

- Have a quick and easy explanation: 1-2 sentences.
- Be enthusiastic and interesting (but not too enthusiastic).  
Use a hook that feels natural.
- Tell them how they can help: have a call to action.  
You've got their attention: use it to get what you need.

In your groups, decide how you would do Elevator Pitches in each of the following situations. What would be most convincing to this person? What might be interesting to them? You will have to do at least one of these for the group.

Talking to a teacher about doing a presentation in a classroom

Talking to a student you don't know about an upcoming meeting

Talking to a friend about attending a rally at school

Talking to someone in administration (dean, assistant principal, principal) about signing a petition