

ELEVATOR SPEECH

An elevator pitch is a concise and compelling summary of your program, designed to capture attention in a short amount of time.

Think of it as a 30 second commercial for your program.

WHO

Target Audience: Who is your program designed to help?

Partners: Who are you collaborating with to implement the program? (e.g., schools, community organizations)

Staff: Who are the key individuals leading the program? (e.g., program director, teachers, tutors)

WHAT

Program Goals: What are the specific objectives of the program? (e.g., improve reading scores, increase literacy rates, promote a love of reading)

Program Activities: What activities will be implemented to achieve these goals? (e.g., tutoring, small group instruction, summer reading programs) Program

Outcomes: What are the expected outcomes of the program? (e.g., increased reading scores, improved literacy skills, higher graduation rates)

WHEN

Program Timeline: When will the program start and end?

Program Schedule: How often will the program meet?

Key Milestones: What are the important deadlines and milestones for the program?

WHERE

Program Location: Where will the program take place? (e.g., schools, community centers, libraries)

Program Reach: What is the geographic scope of the program? (e.g., local, regional, national)

WHY

Need: Why is there a need for this program? (e.g., identify a gap in services, address a specific problem)

Program Impact: How will the program make a difference in the community? (e.g., improve educational outcomes, strengthen families)

Program Sustainability: How will the program be sustained long-term? (e.g., funding sources, partnerships)

