

Going Up: How to Create Your Best Elevator Pitch



D. Gandhi Communications

January 2025

Introductions



Today's Agenda

- Introductions (5 mins)
- Elevator Pitch Overview (10 mins)
- Exercise (15 mins)
- Group Feedback (20 mins)
- Share + Questions (10 minutes)

Elevator Pitch Overview



What it does:

- ★ Sparks interest and curiosity about your work.
- ★ Communicates your value clearly and succinctly.
- ★ Provides a starting point for deeper conversations.
- ★ Highlights what makes you unique.
- ★ Leaves a memorable impression.

... and what it doesn't:

- ✗ Tell your organization's entire story.
- ✗ List every program, statistic, or detail.
- ✗ Explain complex problems in 30 seconds.
- ✗ Appeal to everyone at once.
- ✗ Close the deal on funding or partnerships.

Where it's used:

- ★ Intro emails
- ★ LinkedIn org bio
- ★ Video intros
- ★ Website About page
- ★ Executive summaries
- ★ Grant applications (with pesky word limits)
- ★ Infographics and reports
- ★ Press kits
- ★ Donor portals
- ★ More!

... and where it's probably not:

- ✗ Literally on an elevator
- ✗ With the people you serve
- ✗ In meetings with your funder
- ✗ As a response to reporters
- ✗ In research or white papers
- ✗ During board meetings
- ✗ In strategy sessions
- ✗ More!

Together, we can end the water crisis

Since charity: water was founded in 2006, we've been chasing one ambitious goal: ending the global water crisis. And while the water crisis is huge, we're optimistic. We know how to solve the problem, and we make progress every day thanks to the help of local partners and generous supporters. If we work together, we believe everyone will have access to life's most basic need within our lifetime.

Org website

Overview

Compass Working Capital ("Compass") is working to end asset poverty for families with low incomes and narrow the racial and gender wealth divides.

Our mission is to partner with families with low incomes to build assets as a pathway out of poverty. We focus on reaching families led by Black and/or Latinx women.

LinkedIn
overview

ABOUT US

The World Bank Group is one of the world's largest sources of funding and knowledge for developing countries. Our five institutions share a commitment to reducing poverty, increasing shared prosperity, and promoting sustainable development.



Annual report



What do I need to say?



What is trending?



What do we do?



**What do we do better than
anyone else?**

Questions to Ask

- What makes us unique?
- What are our organization's strengths?
- How do we use our strengths to get results?
- What are those results?

Key Components

- ★ Intro - what your org does
- ★ Purpose - why you do it / the problem
- ★ Your Job - how you solve the problem
- ★ The Result - what it means / impact

Questions to Ask

- What does our org do in the simplest terms?
- What problem are we solving? Can I explain it to a 10 year old?
- What happens in the world because of us?



Quick Exercise

- Open a blank document
- Answer these three questions in two simple sentences maximum each:
 - What does our org do in the simplest terms?
 - What problem are we solving? Can I explain it to a 10 year old?
 - What happens in the world because of us?

Brave Souls



Questions?



Let's talk



D. Gandhi Communications

Let's Get To Work.

Email Address

dulari@dgandhicomms.com

Website

www.dgandhicomms.com