TREC TOGETHER RISING AS AN ENVIRONMENTAL COMMUNITY

TREC FUND DEVELOPMENT RESOURCE

Components of Your 30 Second "Elevator Pitch"

An elevator pitch provides your organization a great opportunity to connect people to your vision. It is also a great resource to provide your board and staff, especially those who might not be comfortable describing your organization and what you do.

The following 7 step process will help you to develop your organization's elevator pitch. Remember

to keep it simple. If your pitch is successful, there will be opportunities for follow-up.

Let's get started....

1. **What's your name?**
Our organization's name _____. *Do you use the full name, a portion of the name or just the acronym, or a combination?*

2. **What do you do? How would you describe the work that you do**? We're the group that....." Choose a metaphor, distinguishing characteristic, or notable past accomplishment. Make it descriptive.

3. **What is the problem you are addressing?** Make it urgent, close to home, important and use imagery.

4. **What is the solution to this problem?** Make it hopeful, urgent, tangible, close to home.

5. **What is your campaign to win this solution?** Make sure it is realistic and addresses the problem- solution appropriately. Identify your urgent timeline.

6. **Why are you the best group to make it happen?** Talk about your approach, your ability to win based on past accomplishments, and who will take ownership/charge.

7. **What is your request/ask?** Don't forget to follow up with your request. Is there an event you'd like for them to attend? Want them to sign up for your newsletter? Sign a petition? Or, become a supporter?

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Elevator Pitch Samples

Oregon Natural Desert Association

www.onda.org

ONDA: "Hey Katie, aren't you sick of this rainy winter?"
Katie:"Yes! It's been terrible"

ONDA: "Well, did you know that about half of Oregon is high desert, and you can easily escape to the dry side of the Cascades? I work for the Oregon Natural Desert Association and our mission is to protect public lands in Oregon's high desert. We want to make sure those special places are accessible, not just for our winter escapes, but also for future generations to enjoy. "

Katie: "Wow, sounds like cool work"

ONDA: "Totally! If you want to join us and get outside, you should come on a guided hike with ONDA April 8th to get a taste of the desert. Can you make it out that day?"

Katie: "Sounds fun and dry, sign me up!"

Outdoor Alliance

www.outdooralliance.org

In the past, outdoor advocacy groups have been fragmented--climbers worked on climbing issues, mountain bikers on mountain biking issues, and paddlers on paddling issues. Each small group could only bring a certain amount of political power to the table.

Outdoor Alliance is the only organization in the U.S. that brings together the united voices of hikers, climbers, mountain bikers, paddlers, and backcountry skiers as powerful advocates for public lands.

We are a coalition of eight of the nation's largest outdoor recreation organizations - American Whitewater, American Canoe Association, Access Fund, International Mountain Biking Association, Winter Wildlands Alliance, The Mountaineers, the American Alpine Club, and the Mazamas.

Together, we're able to harness the passion and energy of 200,000 outdoor enthusiasts across the country, uniting their voices to protect the human-powered outdoor recreation experience and conserve America's public lands. Will you join us in this cause?

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Friends of Nevada Wilderness

http://www.nevadawilderness.org/

Hi! Friends of Nevada Wilderness is a non-profit organization working hard to protect wild areas and public lands across Nevada. Our stewardship and advocacy work helps maintain habitat for wildlife, keep your air and water clean and protect the places you love to recreate. We need your support to continue expanding our stewardship capacity and to fight the movement to privatize public lands right here in Nevada. Join us and let's keep Nevada wild and beautiful!

Pacific Rivers

http://pacificrivers.org/

After spending a lifetime on Oregon's Rivers and a decade owning a rafting company, Bob Doppelt and Rick George, decided to do something about the scum, oil slicks and trash they were seeing on the Rogue and Deschutes Rivers. They started Pacific Rivers in 1987 working mostly out of Bob's garage. They formed a coalition and did something that no group had done before and no group has done since: passed the largest river protection act in the history of the lower 48 states. The Omnibus Oregon Wild and Scenic Rivers Act of 1988 protected 40 rivers totaling 1,500 miles. They were

thrilled until scientists told them it wasn't enough; scientists explained that they would have to work at the watershed level to make real lasting change for rivers. For the past 30 years Pacific Rivers has been doing just that. Currently, we're working to comprehensively reform laws that are putting the clean drinking water of coastal Oregonians at risk and to protect rivers and streams on public forestlands. Join us.

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