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## **Crafting your elevator pitch: four simple steps**

An elevator pitch is a bite-sized description of your organisation's mission and plan.

Developing one requires focus and concision.

Your lift pitch will serve as your organisation's north star. All activity must steer the ship north. An effective pitch will describe your organisation's work to others and get them to act.

To illustrate the steps to craft an effective elevator pitch, I'm using a phantom organisation called 99% Arts.

### **Step #1**

#### **Start with WHY**

Starting with WHY is critical. WHY is where feelings like trust and loyalty are born and provides the journey about how your organisation and your work makes a difference.

- The elevator pitch's first sentence should address your organisation's purpose.
- What's the core value?
- What do you believe in?
- Should no child go without access to the arts?
- Should all low income, inner-city families have the chance to experience the performing arts?

### **99% Arts' Why:**

There should be no barrier to watching a professional performance at a theatre. Trips to the theatre inspire many to develop a life-long love of the arts.

## **Step #2**

### **The problem — what is your organisation trying to solve?**

- How is this core belief being compromised?
- What's the problem?
- Why does your organisation need to exist?
- Are children in your community being priced out of seeing your shows?
- Are we ensuring children are not denied the experience of watching a live performance?

### **The problem according to 99% Arts:**

Theatre tickets to our shows are a luxury not every family can afford — it's beyond their reach or imagination.

## **Step #3**

### **The solution — how will your organisation solve the problem?**

- How will your organisation respond to the problem?
- What specific strategies do you have?
- Make sure you highlight key initiatives.
- Will your organisation be providing free tickets for your shows on selected dates?
- Are you building a relationship with the venue to release a batch of tickets to increase access for low income families?

### **99% Arts' solution:**

99% Arts offers low income families and their children up to 300 free tickets each year to selected performances. We do this by buying out selected seats for these shows and working with local charities that regularly provide services to families in financial need to distribute these tickets. Our free ticket scheme also includes pre-theatre information to prepare the children and their families for their theatre experience so

they feel comfortable with attending and understand that the theatre is a community space where they are welcome and can feel at home.

## **Step #4**

### **The request — what are you asking your listener or funder to do?**

The request is your call to action.

- If your request is to an individual, what kind of donation will make a difference? Ask them to visit your website or send a cheque to make a difference.
- If you are writing to a funder, what amount of support would solve the problem?

**99% Arts' request:** With £1,200, 99% Arts can ensure 300 underprivileged children and families have the chance to experience the magic of the theatre this year.

(For individual donors, add: You can help us by visiting our website at... or sending a cheque to...)

## **Final checks**

### **Be prepared**

Make sure everyone in your organisation can recite the elevator pitch. You never know when you might actually bump into someone in a lift who can truly make a difference or find out about a potential source of funding to apply to for support.

Finally, remember the elevator pitch must be short and easy to understand.

People must be able to understand the words that are coming out of your mouth or being written. The lift pitch should be recited without jargon and in plain English.

## Putting it all together

### The final pitch

**99% Arts' pitch to funder:** There should be no barrier to watching a professional performance at the theatre. Trips to the theatre inspire many to develop a life-long love of the arts. However theatre tickets to our shows are a luxury not every family can afford – it's beyond their reach or imagination.

99% Arts has devised a new initiative to offer low income families and their children up to 300 free tickets each year to selected performances. We do this by buying out selected seats for these shows and working with local charities that regularly provide services to families in financial need to distribute these tickets.

Our free ticket scheme also includes pre-theatre information to prepare the children and their families for their theatre experience so they feel comfortable with attending and understand that the theatre is a community space where they are welcome and can feel at home.

We are requesting £1,200 in order to provide 300 underprivileged children and families with the chance to experience the magic of the theatre. Help us remove the perception that attending the theatre is only for an elite few.

An AMAculturehive fundraising resource created in partnership with the Arts Fundraising & Philanthropy programme.

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