



# CREATE YOUR ELEVATOR PITCH

Succinct. Compelling. Attention Grabbing. Action Making.

Identify Your Audience:

What do you hope to accomplish from this speech?

In 60 seconds or less, share who you are, why your cause matters, & your call to action.

Remember to include:

Your name and where you live/work.

Why health centers matter to you (paint a picture).

What you want the elected official to do (the ask).

Notes, message reinforcements (data, stats, facts):