

Capacity Building Module:
Building an Elevator Pitch Exercise

Instructions: *This exercise will help you practice writing a concise elevator pitch to a potential collaborative partner. Answer each of the “Questions to Address” prompts in the accompanying exercise sheet. Write about 1-2 sentences for each prompt to create your overall pitch. Carefully read the two options provided for you below and choose the one to use as you begin the activity.*

Option 1: Create your pitch from the perspective of your own “real world” job and gear it towards an ideal potential partner with the goal of implementing a particular program or strategy.

Option 2: Use the following hypothetical situation to guide your efforts:

You are the manager of the substance use prevention office within the county public health department. You are writing to the superintendent of one of the county’s school districts. Survey data shows high school substance use rates are higher in this school district than other school districts in the county. Your office has received a state subgrant which you want to use to implement a classroom-based prevention program for middle school students in that district. The purpose of the program is to influence middle school students’ attitudes, knowledge, and beliefs about substance use, with the goal to reduce the likelihood that they initiate substance use in high school.