

Capacity Building Module:
Building an Elevator Pitch Exercise

Theme	Questions to Address	Your Pitch Text (you can type directly into the boxes below)
The Three W's	<ul style="list-style-type: none">• Who are you?• What do you do?• Why do you do it?	
Benefits & Barriers	<ul style="list-style-type: none">• What sort of collaboration are you proposing?• What would collaborating together accomplish?• How would the listener also benefit from the collaboration?• What barriers might exist to collaborating together?• How will you address those barriers?	
Call to Action	<ul style="list-style-type: none">• What are the immediate next steps that you are proposing?• What specifically do you need from the listener?	