

Elevator Pitches

Imagine having only a few precious minutes – or even one minute – with a funder you have been trying to meet. How do you make a connection with that funder? What do you say? **The ability to deliver a strong elevator pitch can be a gamechanger.** It's an opportunity to share your organization's story in a compelling way. Share your passion. Write a script. An elevator pitch can be used for so many occasions– a letter of interest to a funder, grant applications, fundraising campaigns, phone calls, meetings, impromptu conversations at events, etc.

Here are some general tips:



- **Storytelling skills to share impact of your organization - aim for 60 seconds or less**
- **Start with the hook – 10 seconds or less - who you serve, how you help, and what impact you make**
- **The pitch – 30 seconds**
 - What differentiates your nonprofit from others in the same space?
 - How effective are your current programs?
 - Do you have a compelling story?
 - How can a prospective funder get involved right now?
 - What do you plan to accomplish in the near and distant future?
- **The wrap up– 20 seconds – “the ask”/what outcome are you seeking?**

Remember, this is just a general guide – consider adapting your elevator pitch to meet the moment. It should sound natural so be sure to practice. Start by practicing with friends first, get their feedback, and practice as often as you can. Practice will help build your confidence and improve your flow and pace, allowing you to sound more natural and compelling.

Additional Resources about Elevator Pitches

[How Nonprofit Storytelling Shapes Your Elevator Pitch](#)

[Elevator Pitches by Joan Garry](#)

About Methodist Healthcare Ministries of South Texas, Inc.

At Methodist Healthcare Ministries we view capacity building as a process of organizational strengthening. We work alongside our funded partners and community organizations, building upon their assets to increase their impact in community and improve health equity. Capacity building is an investment in nonprofits' abilities to be more efficient, effective, and sustainable.