



Activity: Elevator Pitch

Suggested Levels: D B J C S A

Note: An elevator pitch is highly recommended, especially for older girls. Though all of these activities are optional, an elevator pitch is a quick and easy way to share your issue and gain support.

Leader Prep: Try making your own elevator pitch about being a Girl Scout leader. If you had 30 seconds to convince someone to lead a brand new Daisy troop, what would you say to make it happen? Follow the directions below, just like the girls will, to craft your persuasive pitch.

Supplies:

- Scratch paper and pencils

Ways to Include Supporters:

- Ask someone to help you practice your pitch
- Ask someone to help you edit your pitch

1. An elevator pitch is a quick speech, only 30 seconds long, which tells a potential supporter everything they need to know about your issue and why they need to know more.
2. As you craft your pitch, think about what you're trying to gain from delivering your pitch. You may need to craft more than one pitch or you may wish to slightly change your wording to get to the heart of your ask.
3. Start off by writing down three things you want someone to know about your issue. You might say something like:
 - a. My name is Juliette. I think girls need a space of their own to learn citizenship and independence. I am starting my own girls-only leadership organization called Girl Scouts. One in five girls feels left out of place in her community because she cannot vote or take part in the democratic process. I am asking for monetary donations of \$10 or more to bring active citizenship and leadership development to girls through Girl Scouts. Will you help me?
4. Now, read your pitch aloud to a friend or supporter. Are there things you said that you can eliminate or don't quite fit? How long does it take to give your pitch?
5. Keep practicing and editing your pitch until it feels right and is just 30 seconds long! Practice your speech in a mirror, in front of supporters, and until you can remember the whole thing without looking at your notes.



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