

CFM Leader Support: *encouragement and support for leaders*



Christian Family  
Movement



MAKE FRIENDS | MAKE DISCIPLES | MAKE A DIFFERENCE!

## THE USEFULNESS OF A GOOD ELEVATOR PITCH

An “elevator pitch” is a short, clear summary of who you are, what you do, or what you’re proposing—delivered in about 30–60 seconds, roughly the time of an elevator ride

### WHY SHOULD CFM LEADERS CARE?

“ A good elevator pitch can help you turn a moment of explanation about CFM into an opportunity for evangelization ”

# YOURS IS OFTEN THE FIRST—AND SOMETIMES ONLY—VOICE SOMEONE HEARS ABOUT THE MOVEMENT



## 1. First Impressions Shape Interest

Many families are busy and cautious about commitments. If a CFM leader explains the movement in a long, unclear, or overly abstract way, people may lose interest before they understand its value.

**A concise elevator pitch:**

- Makes CFM sound approachable
- Quickly communicates purpose
- Sparks curiosity instead of confusion

## 2. Clarity Builds Credibility

When leaders can clearly explain:

- What CFM is
- Who it's for
- What happens in meetings
- Why it matters

...it shows confidence and credibility.

**Clear communication signals that CFM is organized and purposeful.**



## 3. Opportunities Are Often Brief

Leaders may need to describe CFM:

- After Mass
- During parish events
- In a short announcement
- In a casual hallway conversation
- When speaking with clergy

**You may only have 30–60 seconds. A prepared pitch ensures you don't miss the moment.**



## 4. Our Movement Will Grow

Healthy ministries grow when:

- Leaders communicate consistently
- The mission is easily understood
- Members can repeat the message

**When every leader shares a similar, clear explanation, CFM is easier to promote & sustain.**



important

important

important

## 5. Leader's Own Convictions Will Be Strengthened



Crafting a pitch forces leaders to answer:

- Why does CFM matter?
- What transformation does it bring?
- Why am I involved?

Such a reflection deepens commitment and helps leaders speak from authentic experience, not just description.

## In a nutshell, a CFM "Elevator Pitch" will help you



1. Communicate confidently
2. Inspire interest quickly
3. Represent our mission faithfully
4. Invite others effectively



[Below is a pitch you can try and use. Look HERE for others.](#)

"The Christian Family Movement is a network of neighborhood and parish based small groups of families that gather for the purpose of Christian family discipleship."



## CREATE YOUR OWN AND SHARE!



Promotional  
Materials



Online  
Membership Form



Leader  
Handbook



ACT!  
Newsletter



Christian Family Movement-USA



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