

# ELEVATOR PITCH WORKSHEET

*Hello! Are you interested in creating an intergenerational community center at your settlement house? These are spaces that intentionally bring together community members of all ages. They offer regular programs building on the resources all generations have to offer and benefit participants of all ages.*

*Generations Connect, an initiative of United Neighborhood Houses (UNH), helps settlement houses make intergenerational program approaches a core practice. This worksheet is part of a series of tools to support organizations embarking on the multi-year and iterative process of developing an intergenerational community center. Browse them all here: [unhny.org/intergenhub](http://unhny.org/intergenhub)*

## What is this?

Elevator pitches are useful tools to keep in your back pocket when you're thinking about recruitment and promotion of your project. Having one prepared ahead of time means you're ready to take any opportunity that arises to spread the word about what your team is doing! On the next page, you will find a quick fill-in-the-blank example of an elevator pitch.

## Sample elevator pitch

Hi, my name is Katie.

I am part of the Generations Connect Initiative.

We are working on building cross-generational connections in our community.

We have already launched 3 projects where people of all ages are working on issues important to them and are hoping to launch new projects and to find new ways to support older people and younger people getting involved in their communities - TOGETHER.

Right now we are looking for more older people and younger people interested in working on an issue together in their community.

Would you or someone you know be interested in this initiative? Can I give you a flyer about it?

## What to do after the elevator pitch?

Have a physical takeaway you can give the person at the end of your elevator pitch. It should have your contact information in case they have questions. Also, collect their contact information so that you can follow up. There is a sample sign-up sheet available here: [unhny.org/engage](http://unhny.org/engage)

# NOW IT'S YOUR TURN!

Hi, my name is \_\_\_\_\_  
**NAME**

I am part of a multi-age group at \_\_\_\_\_  
**ORGANIZATION**

We are working on \_\_\_\_\_  
\_\_\_\_\_  
**PROJECT YOU ARE WORKING ON**

We have already \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**LIST 1 - 2 ACCOMPLISHMENTS**

We are hoping to \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**CURRENT GOAL**

Right now we are looking for more \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**LIST WHAT YOU NEED**

## WRITE YOUR ASK HERE:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*End with an ask, for example:  
"Would you be interested in learning more? Can you join us for an informational meeting?" OR "Do you know anyone that might be interested in working with us? Could you please give him/her our flyer?"*