

Perfecting your “Elevator Pitch”



Always remember to thank legislators for their service and for taking t me to meet with you.

your cause in a short t me frame.

The “Elevator Pitch”:

Legislators spend most of their days in meet ngs with other legislators, const tuents, and advocacy groups. Of en, you will only have 15 minutes to make your ent re legislat ve request. It’s important for you to know how to have an ef ect ve meet ng that stands out and

Imagine get ng stuck on an elevator with the President

you ask for? Can you ef ect vely communicate your cause in a short t me frame?

State the problem: what is the cur t

meet ng. You will chat with a staf instead. Almost all staf have their bosses’ ear, so treat staf with equal

to a legislator.

Your “Elevator Pitch”

name
I’m here represent ng [

As things currently stand, [

It’s crit cal to improve [following results [

Thank you for considering our request.

I’d like to point to some of the great things that are already happening/we are already doing: [

Thank you for your t me today. Please feel to contact me if you ever have follow-up quest ons.

Tips for Speaking with Legislators:

When speaking to legislators, remember their frame of mind. Legislators are of en thinking the following:

benef ts does it of er Alaskans?

If f nancial, is it a good investment? What is the

Don’t get bogged down in the details. Legislators are Some rarely subject mat er experts. Approach the subject at “40,000 feet” and elaborate in detail when requested.

Please be polite with the legislators. They are stuck away from home and dealing with dif cult polit cal realit es every day. Decorum is key. Address legislators as

“Last Name]” and “Representat ve [Last Name Always thank them for their t me.