

Creating A Board Member Elevator Pitch

As a member of a board of directors, one of your primary responsibilities is to serve as an ambassador for your organization. How can you make new friends for your organization? How can you engage people in a limited amount of time and in a way that captures their attention and leaves them wanting to know more? Try to frame your message in a way that is concise, clear and compelling, here are some tips:

- Introduce yourself and your role in the organization. “Hi, I’m Jane Smith, Board Member of the ABC Development Alliance.”
- Keep it simple. Convey what your organization does and who it serves.
- Throw in just one statistic. Include a quantitative result, e.g. “ABC provides services to businesses in Abba and Bubba Counties. Just last year businesses helped by ABCDA added nearly 525 jobs.”
- Find your own anecdote about the organization that illustrates its impact. People love stories. Have a story that you can tell.
- Invite involvement in the organization. Let whoever you’re taking to know that they can get involved in a variety of ways: volunteer, be an investor, use the services, etc.
- Customize your pitch. It might be different for recruiting a new investor than it will be for attracting a potential board member, or for encouraging a business to reach out for assistance.
- Offer to provide additional information.

Use the worksheet on the reverse side to create your pitch – and then practice it with your peers!

My Elevator Pitch

Pitch for (check one):

- Investor
- Board Member
- Client
- Other: _____

Introduce yourself

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What we do, who we serve

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Add a statistic

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Share your own anecdote

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Ask for involvement

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