



# THE ELEVATOR PITCH

## What is an Elevator Pitch?

An elevator pitch is used to introduce yourself in networking settings, such as career fairs, but can easily be adapted for other situations. A good elevator pitch is compelling and leaves the other person interested in hearing more about your interests, skills, and experiences. Your pitch should be approximately 30 to 60 seconds and should include the following:

- Introduction - Who you are: Greet the employer with a smile and handshake. Introduce yourself and provide a copy of your resume.
- Summary - What you have done: Provide a brief summary of your education and experiences that are directly related to the role you are seeking in this organization.
- Objective - What you want to do: Why are you having this conversation? Tell the employer what type of opportunity you are seeking. What research have you done into this organization and this type of opportunity?
- Closing - What is next: End with a question to lead the conversation.

Your elevator pitch doesn't need to happen in one breath. It should be a natural conversation.

## Example

Below is a sample elevator pitch. Consider the questions on the right when crafting your own pitch to highlight your unique qualifications and experiences.

Introduction: Hello, my name is \_\_\_\_\_. I am a senior studying English and looking for a full-time position in nonprofit fundraising.

Summary: Through my volunteer experience at XYZ Corp, I had the opportunity to work with a nonprofit organization managing fundraising efforts at a major event.

Objective: This experience helped me to understand the importance of relationships in fundraising, and I would like to continue expanding my skills in this area by helping your organization successfully build relationships with donors.

Closing: Can you tell me more about the current development position open with your organization and what key attributes you are looking for in a candidate for this role?

## QUESTIONS TO CONSIDER WHILE DEVELOPING YOUR PITCH

- What is important for people to know about me?
- What are my goals?
- What are my interests or passions?
- What motivates me?
- What am I eager to learn more about?
- What experiences have had a great impact on me?
- What skills have I gained through my past experiences?
- What are my greatest strengths?
- Why am I interested in this organization/role?
- What is important to me in an organization?