

How Do We Make Our Case?

Creating the elevator pitch

SEGMENT	EXAMPLE: Making your case to the High School Principal	WORKSHEET
What's your hook? (what's important to this person?)	<i>We know that youth violence gets in the way of teaching and learning and that schools alone can't tackle a tough problem like youth violence.</i>	
What are you offering?	<i>A number of community organizations are working together to pool resources to find effective solutions to this problem.</i>	
How is it being funded?	<i>We are blending and braiding resources and working together to identify and secure additional funding.</i>	
Who's Involved?	<i>Our group includes those who are passionate about this issue and those who have the capacity to do something about it.</i>	
How is this approach better than something else?	<i>Our data confirms that these separate approaches have not been effective; we need to work together as a community to make a collective impact.</i>	
What is your ask?	<i>Come with me to our next meeting.</i>	