Volunteer Forum 2015

Think Tank: Developing Your Volunteer Recruitment Elevator Pitch

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Presented by: Beth McCormick
Purpose of an Elevator Pitch in an Alumni Network/Event Setting

• Introduce an alum to your group
• Explain the purpose/mission of your group
• Recruit new members and potential volunteers
• Identify an alum’s areas of interest and possible volunteer roles/opportunities for him/her
• Encourage alumni to attend group’s events
Top 5 Tips for an Effective Elevator Pitch

1) Think in broad brush strokes. Prioritize.

2) Know your audience and customize your pitch.

3) Be clear about what makes you passionate about the group.

4) Close your pitch with a request for action.

5) If you’ve become tongue-tied or near the 30-second mark, ask them about themselves.
Sample Elevator Pitch

- **Who** – Who is in your network?
- **What** – What does your network do?
- **When** – When does the network hold events/meetings?
- **Where** – Where does the network typically gather?
- **Why** – Why are you a part of this group and why should the alum be, too?
- **How** – How can the alum get involved as a volunteer? (Don’t forget to mention available resources!)
Perfecting Your Pitch

Scenario: You’ve just come across an alum whom you’d like to engage in your group.

- Write down your elevator pitch
- Consider key words you want to include/highlight
- Identify your “ask”
- Time yourself repeating it at a normal speed (no racing to get all the words out in 30 second)
- Shorten by removing anything that isn’t truly engaging/necessary/helpful to move the conversation forward to get to your “ask”
Practice!

• Practice your elevator pitch with a neighbor in this room

• Continue to practice with alumni throughout Volunteer Forum and when you return to your network!
Feedback & Questions

• What was great?

• What would you do differently next time?

• Other questions?
Thank You!

Beth McCormick
Assistant Director, Global Networks
bmccorm@andrew.cmu.edu

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