

Perfecting your MEP Elevator Pitch

An elevator pitch is a brief persuasive speech that is used to spark interest in what your organization does. It also relays just enough information to cause the person you are talking to, to say
“Tell me more...”



The MEP Elevator Pitch – the Do's and Don'ts

Do

- **Be Passionate:** Your pitch should excite others!
- **Know your audience:** A good elevator pitch will shift depending on the audience you're trying to reach. Explain how the MEP can benefit your target audience.
- **Hook them early:** Even though your pitch is short, it should be persuasive enough to spark the listener's interest in your idea or organization.
- **Do your research before you arrive.**
Owners and managers usually take pride in their business. Having beforehand knowledge of their business or crops will help your pitch.
- **Create a relationship:** Your pitch should serve as a “verbal” business card that provides a brief, compelling introduction to your program and intrigues new acquaintances to seek more information.
- **Practice, Practice, Practice:** Make sure it sounds natural in conversation.

Don't

- **Avoid speaking fast:** Yes, you only have a short amount of time, but try to avoid cramming 15 minutes of information into 60 seconds. Use your keywords to spark their interest.
- **Don't use technical terms/acronyms:** Try to avoid words that would confuse the average person. The last thing you want is for whoever is listening to feel simple minded.
- **Avoid sensitive or political topics.**
Avoid sensitive conversations that will affect or impact future ID&R efforts. Politely excuse yourself from these conversations.
- **Avoid Rambling:** This is why it is so important to practice your pitch. You need to keep your pitch clear and focused.
- **Don't forget the benefits!:** Tell the listener how they can benefit from your program. This new partnership should be beneficial to both parties.

Creating your own Elevator Pitch

Instructions: Create an elevator pitch geared toward one of the following scenarios assigned to you and role play it with the other members of your group. Be prepared to role play your elevator pitch with everybody!

School Administrator

You have made an appointment with a new school principal in your district. This is a school that has had migrant students in the past, but your research of the local area suggests there may be more. You want to reach out to the new principal to collaborate and identify new migrant students that are attending the school.

Employer

After receiving an H2A lead, you decide to follow up by visiting the address. You arrive at the farm and see workers in the field. As you approach them, the farmer comes out and stops you before you get a chance to speak to them.

Parent

You arrive at a new family's home after hearing through one of your sources that they are new to the area. Mother opens the door but is reluctant to speak with you.

Community Member

As a recruiter you research possible places migrant families may shop, do laundry, buy groceries, attend church, etc. You have a list of places in the community where possible migrant families may frequently visit. You see a check cashing place that is on your list and you enter the front door.

Out of School Youth (OSY)

Today was a rainy, dreary day in the Valley. You decide to take advantage of the rainy day and check out the local hotel where the watermelon workers stay to see if they stayed in because of the rain. As you park, you see a group of young men that look like they might qualify for the MEP.

Guiding Questions

- Does the pitch introduce the MEP clearly?
- Is the pitch geared for this specific audience?
- What worked well in the recruiter's pitch?
- What would you do differently?

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