



# ELEVATOR PITCH TEMPLATE

60 Seconds or Less

## #1: THE HEADLINE

Identify yourself and describe what your organization does.

## #2: THE HOOK

What makes your CDFI special and exciting? How are you different?

What's the problem and how are you solving it? Why should the funder give money to your organization when there are so many other worthy organizations out there?

## #3: THE ASK

What is your call to action for the person? What do you want out of the interaction? A business card so you can follow up? A next meeting? An invitation to apply for funding? An introduction to someone?