

NONPROFIT ELEVATOR PITCH

WHY YOU NEED THIS

A compelling elevator pitch is crucial because it enables you to succinctly communicate your nonprofit's mission, impact, and needs in under 30 seconds. This is especially important when speaking with potential donors, sponsors, and volunteers who may have limited time but could be key supporters. A well-crafted elevator pitch ensures your message is clear, memorable, and action-driven.

Comprehensive Elevator Pitch Development Guide

Step 1: Define Your Nonprofit's Purpose

Question: What is the core mission of your nonprofit?

- Example: "Hope for All exists to provide shelter and employment training for homeless individuals in our community."

Step 2: Identify the Problem You Address

Question: What is the major issue your nonprofit is solving? Why does it matter?

- Example: "Over 500 individuals in our city are homeless every night, with limited access to housing and employment opportunities."

Step 3: Describe Your Solution

Question: What programs or services do you offer to solve this problem?

- Example: "We provide safe housing, job skills training, and mentorship programs to help people transition out of homelessness."



From the authors of The Nonprofit Success Toolkit Series
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Step 4: Quantify Your Impact

Question: What measurable outcomes have you achieved?

- Example: "Since 2015, we have helped 1,200 individuals find stable employment and permanent housing."

Step 5: Craft a Compelling Narrative

Question: Can you tell a brief story about someone your nonprofit has helped?

- Example: "Sarah was living in her car before she found our program. Within six months, she secured stable housing and a full-time job. Now, she volunteers to help others in need."

Step 6: Create a Clear Call-to-Action (CTA)

Question: What do you need from the listener? Be specific.

- Example: "We are looking for corporate sponsors and individual donors to help us expand our job training programs. Would you be interested in learning more?"

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Template for an Elevator Pitch:

Opening Statement:

- "[Your Nonprofit Name] exists to [your mission statement in one sentence]."
 - Example: "Hope for All exists to provide shelter and employment training for homeless individuals in our community."

The Problem:

- "The challenge we address is [briefly state the issue]. Currently, [relevant statistic]."
 - Example: "Over 500 individuals in our city are homeless every night, with little access to resources for stability."

Your Solution:

- "We solve this by [explain your main programs or services]."
 - Example: "We provide safe housing, job skills training, and mentorship programs to help people transition out of homelessness."

The Impact:

- "Since [year], we have [quantify your impact: served X people, achieved Y goal]."
 - Example: "Since 2015, we have helped 1,200 individuals find stable employment and permanent housing."

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Template for an Elevator Pitch:

Compelling Story:

- "One of the people we've helped is [brief impact story]."
 - Example: "Sarah was living in her car before she found our program. Within six months, she secured stable housing and a full-time job. Now, she volunteers to help others in need."

The Ask:

- "We are looking for [volunteers, funding, partnerships] to help us [next goal]. Would you be interested in learning more?"
 - Example: "We are looking for corporate sponsors and individual donors to help us expand our job training programs. Can I send you more details?"

Tips for Fine-Tuning Your Pitch

- Keep It Concise – Aim for 30-45 seconds in length.
- Use Simple Language – Avoid jargon that the general audience may not understand.
- Make It Conversational – Practice with different people to ensure clarity and engagement.
- Test and Improve – Adjust based on feedback and audience reactions.
- End with an Invitation – Ask if the listener would like to learn more or get involved.



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Expanded Practice & Personalization Worksheet

Use these prompts to refine your nonprofit's elevator pitch:

1. What is your nonprofit's mission in one sentence?
2. What major problem do you address?
3. Why does this problem matter? How does it affect your community?
4. How do you solve this problem?
5. What is a powerful statistic or fact about your impact?
6. Can you share a real-life story that illustrates your impact?
7. Who benefits from your nonprofit's work? Can you describe them?
8. What makes your nonprofit unique? How do you differ from similar organizations?
9. What emotions or values do you want to convey?
10. What specific action do you want the listener to take?
11. How can someone get involved today?
12. If you had only 10 seconds, how would you summarize your pitch?
13. If you had 60 seconds, what additional details would you include?
14. What objections might someone have about your work, and how would you address them?
15. How do you close your pitch in a way that invites follow-up conversation?