

Elevator Pitch Worksheet

11/04/25

Consider the following before you begin:

- What/who is your audience? – *neighbor, lawmaker, investor, government official, community partner?*
- What might appeal to their direct self-interest? What's in it for them, why should they care?
- What do you want your audience to understand about the issue?
- How do you want them to feel about your message? *Inspired, concerned, hopeful?*
- What do you want them to DO? *Agree to meet with you, sign your petition, come to a neighborhood meeting?*

Let's start writing!

- **Short Introduction**
- **Establish the problem (or opportunity)**
- **Introduce the solution**
- **Share the benefit**
- **Call to Action**



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