

Elevator Pitch Template

For the Children and Youth with Special Health Care Needs (CYSHCN) Program

What is an elevator pitch?

- "An elevator pitch is a brief (think 30 seconds!) way of introducing yourself, getting across a key point or two, and making a connection with someone."
([elevator_pitch.pdf \(princeton.edu\)](#))
- The elevator pitch is a customizable tool to explain your county CYSHCN Program during remote (e.g., phone, videoconferences) and in-person interactions with families, community members, providers, and school personnel.
- It involves delivering a clear-cut, short description to convey the program's purpose and benefits.

How to create an elevator pitch?

1. Start by introducing yourself, including your role.
2. Focus on 1-2 facts you want the parent/family/provider to remember.
3. End by sharing your contact information and with a request to keep connected with them.
4. When following up: remind the person of the context you met, thank them for speaking with you, and find a way to continue the conversation.

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Introduction

- Hi, my name is _____. I am the _____ county's Children and Youth with Special Health Care Needs (CYSHCN) Program _____ (e.g., coordinator).

Sharing Facts

- We support children and youth from birth through age 21 and their families. They might have a serious or long-lasting physical, intellectual, or developmental disability, and/or a behavioral or emotional condition that needs more health care and services than what is generally needed.
- We can help you connect with supportive services and resources such as health insurance, medical providers, support groups, and other community services.

Follow-up

- Would you like my contact information (*or ask for their email*) to follow up with more information about this program?