



writing for *green*

Course Introduction

Today's Objectives

By the end of the session, participants will

- **Have a clear understanding of the course.**
- **Have a clear understanding of the course expectations.**
- **Be introduced to the concept of the elevator pitch.**

Today's Agenda



Group Exercise and Outlining Course Expectations



Course Syllabus Overview

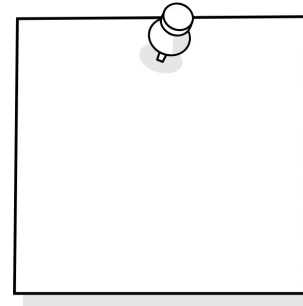
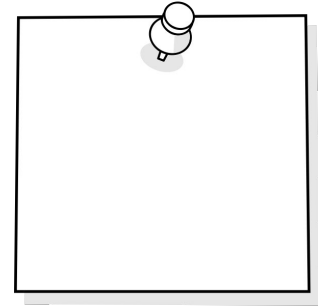
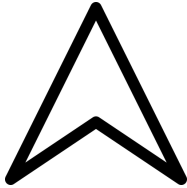


Let's Get Started! Elevator Pitch Intro and Discussion

Course Expectations

Share your expectations for the course by adding post-its to our Jamboard!

[Access Our Jamboard](#)





Course Syllabus

[Access Detailed Syllabus](#)



Elevator Pitch

Know your audience!

What should be incorporated into an elevator pitch?

- Mission
- Demographic
- Problem statement
- Goals of proposal (solution)
- Call to action

Elevator Pitch no no's

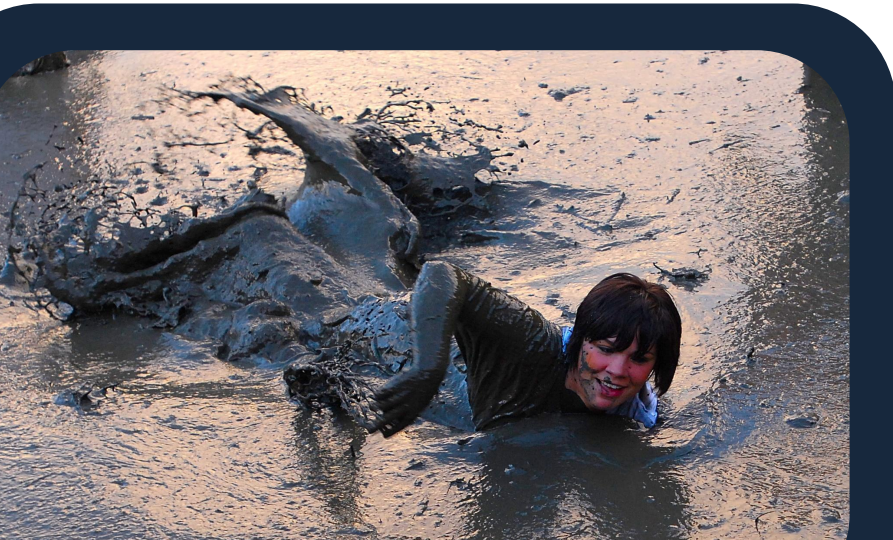
- Exaggerations
- Big picture statements that cannot be supported



Pitch Tips

Elevator Pitch Exercise

There are a lot of problems with air pollution due to factories in Chicago. Factories are poisoning the air! We want to help all the people there and give them much needed support. We work hard to protect the environment through our programs. If you could support my organization by funding us \$100k, we are going to fix the problem and do everything we can to support the community.



Elevator Pitch Exercise

Type Here: MUDDIEST POINT . .

- Did not say what the solution was - EVERYone . . . so how? What would the 100k do?
- Did not say their name/Who they are
- Unrealistic goal with the funds- solution NOT practical
- Also - no specific solution
- Passive
- Do everything you can - ultimately means nothing - not measurable or realistic
- exaggerated with out supporting info

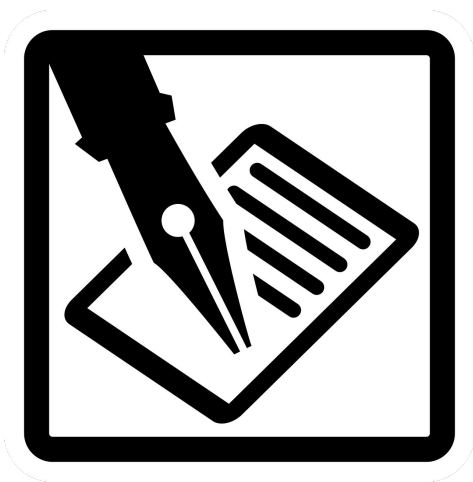
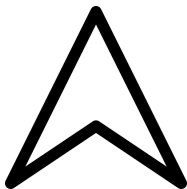
What to Expect Next!

Session Assignment: Draft your own Elevator Pitch to present for the next session.

Heads up! You should aim to review the [EPA RFA](#) prior to Session 4, and complete the [RFA Key Aspects Worksheet](#) (1-2 hours).

Thank you for joining us today! Before moving onto the next session, let us know what you enjoyed about today and what we can improve for the future.

[Exit Ticket](#)



Session Handouts:

- [S1A / S2A Handout - Elevator Pitch Tips](#)
- [Writing for Green Overview and Syllabus](#)

