Prepare to reach out and introduce yourself and the WAC program

Planning ahead for any outreach you do to community resources and for any conversations you have scheduled will leave a good impression with your resources! Preparation lets them know that you value their time and have already done some preliminary research about the topic of discussion.

In order to get the interest of a person or organization, you will need an elevator pitch. This is a quick summary of what you want to talk about. It's called an elevator pitch because it should be short enough to present during an elevator ride. How long is that? 30 seconds! Think about commercials. They are not very long and need to grab your attention. The same logic is used to develop and deliver an elevator pitch. There are three parts to a pitch:

- Who we are (the students/school/WAC)
- What problem are we looking at (who/where)
- Why do you think THAT person or organization can help you as you design a solution? (What insight can they lend to your team?)

You can use this sample elevator pitch whenever explaining the program in a brief manner:

"The World Affairs Challenge enables student teams to collaboratively design solutions that address the United Nations Sustainable Development Goals at the community level."

Your project will need an elevator pitch as well! Here is a template and step-by-step breakdown of a quality elevator pitch.

Step 1: Introduction Who we are? Introduce yourself!
Hi! We're from (School Name), and we're participating in the World Affairs Challenge Program this year.

Step 2: Problem What problem are we looking at?
We're focused on learning about soil preservation in northern Colorado farmlands, and we know that talking to people like you is one of the most important ways for us to truly understand this issue and what's already being done to try to solve it.

Step 3: Goal Why do you think THAT person or organization can help you as you design a solution? (What insight can they lend to your team?)
Our goal is to understand this problem more deeply in order to then propose our own creative solution to it. Ultimately we want to be able to do something tangible to help solve this problem.

Step 4: Create a Project Pitch! Ok, it's your turn. Copy and paste the template below and fill in the blanks.

Hi! We're from _____ (school or location) and we're participating in the World Affairs Challenge Program this year. We're focussed on learning about _____(problem) in _____(place), and we know that talking to _____ (people/organizations) like _____ (you/yours) is one of the most important ways for us to truly understand this issue and

what's already being done to try to solve it. Our goal is to understand this problem more deeply in order to then propose our own creative solution to it. Ultimately we want to be able to do something tangible to help solve this problem.

Three Elevator Pitch Practice Tips

1. Set a timer and see how long it takes to say your pitch. You want to sound clear, not rushed. Rehearse it in front of the mirror.
2. Seek supportive feedback. Practice saying your pitch in front of others. Ask if it seems clear what you are describing.
3. Record your pitch. How do you sound? The more you practice, the more confidence you will have when saying it.