

## What is an elevator pitch?

An elevator pitch is short enough to get your point across to someone in the time between floors in an elevator. Approximately one minute.

## What is the goal of an elevator pitch?

The goal of an elevator pitch is to have your audience understand your ask while leaving them with wanting to learn more with short, clear and concise messaging.

## How to prepare an elevator pitch:

- **Answer the following questions to begin preparing your pitch.**
  - **Who are you and who do you represent?**  
*National Organization for Rare Disorders and the rare disease community (are you a patient, parent, caregiver, etc.)*
  - **What is the mission of the organization you are representing?**  
*NORD's mission is: NORD, a 501(c)(3) organization, is a patient advocacy organization dedicated to individuals with rare diseases and the organizations that serve them. NORD, along with its more than 250 patient organization members, is committed to the identification, treatment, and cure of rare disorders through programs of education, advocacy, research, and patient services.  
Familiarize yourself with NORD and NORD's history.*
  - **Why is this important?** *Lead with fact. Use this in a question form, did you know...*  
*Find your states current population and 10% of that number is the estimated number of individuals living with a rare disease in your state.*
  - **What is the problem?**
  - **What is the solution?** *Positive value*
  - **Why should they support this?**  
*Personal story, in 1-2 sentences.*
  - **What is your ask?**  
*Schedule a meeting to discuss the matter further? Support specific legislation? Introduce a bill?*
- **Sample pitch, sample issue: Prescription drug costs**

Hi, I'm Jane Doe and I am an advocate with the National Organization for Rare Disorders (NORD) and live in Harford, Connecticut. NORD is a patient advocacy organization dedicated to individuals with rare diseases and the organizations that serve them. Did you know in Connecticut there are an estimated 359,700 people living with a rare disease? The rare disease community here in Connecticut is facing difficult challenges with the cost of medications. It is costing my family thousands of dollars out of pocket a month for life saving medication for my child with ABC syndrome. With your support my child would benefit from legislation and save our family from the financial burden we are now facing. May I set up a meeting with you at your office to discuss this initiative further with you?

*Exchange business cards/contact information and thank them! Follow up and schedule that meeting!*

- **Tips**

- Be confident
- Be yourself
- **Know NORD and the work we do. You represent the organization and, be knowledgeable enough to answer basic questions about the organization if prompted. <http://rarediseases.org/about/what-we-do/history-leadership/>**
- Know basic facts and figures about rare diseases - <http://rarediseases.org/for-patients-and-families/information-resources/resources-faqs/>
- Don't dominate the conversation, incorporate a question (*i.e.: Did you know in Connecticut there are an estimated 359,700 people living with a rare disease?*)
- Create your talking points in a way anyone can understand (child-adult)
- Remember your goal is to get them to want to learn more
- High level, don't include unnecessary details, keep it short and simple. The time for details is when you schedule the meeting.
- Practice. Practice. Practice. Practice - in front of the mirror, with friends/family while timing yourself. Be sure to keep it under 1 minute.