

# Staff Elevator Pitch:

## How to Talk about Serving the Whole Child

An elevator pitch offers a clear and concise way for out-of-school time staff to quickly convey their value to families. It highlights key aspects of their work and emphasizes the collaborative nature of their approach.

Elevator pitch template:

1. It starts with a personalized greeting and introduction.
2. It then outlines six key points that highlight the program's approach and benefits.
3. It concludes with a powerful summary statement and a call to action.

Staff can customize this template by filling in their specific details and adjusting the language to match their program's unique offerings. They should also feel free to modify the points based on what they feel is most important or relevant to their audience.

Remember, the key to an effective elevator pitch is to keep it concise (aim for 30 seconds to 1 minute) while still conveying the most crucial information. Practice delivering this pitch to make it sound natural and conversational.

### OST Program Elevator Pitch Examples:

#### Extended version:

**[Greeting], I'm [Your Name] from [Program Name].** We specialize in supporting families through our out-of-school programs. We make a difference by recognizing each family's unique challenges and strengths, and customizing our programs to address specific needs, from academic support to social-emotional learning. We actively involve parents and guardians, creating a support network, and link families with community resources for comprehensive support. Our programs provide a nurturing space where children can thrive outside of school hours, focusing on developing life skills and resilience in both children and parents. By partnering with families, we're not just filling time after school—we're building stronger communities and brighter futures.

#### Condensed version:

**[Greeting], I'm [Your Name] from [Program Name].** We support families through customized out-of-school programs that address academic and social-emotional needs. By involving parents and connecting families with community resources, we create a nurturing environment where children can thrive and develop life skills. Together, we're building stronger communities and brighter futures.