

Developing a One Minute Pitch

Take 5 minutes to put together your one minute pitch. Use the space below to write down your 3-5 sentences. Your stamen does not need to be perfect, but it does need to include all three elements of an effective message.

- 1) Statement of Concern: Choose a **What's the Problem?** statement and elaborate.
- 2) Statement of the Value: Choose a **Why it Matters?** statement and elaborate.
- 3) Statement of the Solutions: Choose a **What's the Solution?** statement and elaborate.

When describing the problem, feel free to elaborate with your own experiences. To explain why it matters, be sure to include one of the Key Messages and use it verbatim in your pitch (remember, message discipline is critical). Finally, let your audience know that securing dedicated funding for the AHTF is the solution.

Pair up with someone sitting close to you and take turns delivering your statements to each other.

