

Practicing Your

9-Minute Pitch



Outline	Sample Language	Time
1. Intro Self and name of agency	Hi, I'm (name) and I'm from (name of agency).	30 sec
2. Recon <ul style="list-style-type: none">• Listen to their answer. Smile.• Then, use <i>field tested language</i> to reinforce our message.• Especially if they use words that convey the wrong perception.	<p>What do you know about Head Start?</p> <p>(That's right!) Head Start is a community-based, comprehensive early education program that gives young children from at-risk backgrounds the skills they need to be successful in school and life.</p>	1 min
3. Constituent <ul style="list-style-type: none">• Location(s) in the legislator's district• # of children served• basic services• # staff employed	<p>We have site(s) at: list them.</p> <p>We serve ## children ages #-#. Our program provides: (high level list of services.) (Name of agency) employs ## staff.</p>	1 min
4. Child story <ul style="list-style-type: none">• Challenges when they enrolled• Services they received• Results	Jose enrolled when we X years old. He was under-weight and had no immunizations. We worked with Jose and his (parent) for x months. Today, Jose is ____, and ... (specific measurable outcomes).	5 min
5. Related data point	In fact, our program provided immunizations to X children in (year). Statewide, Head Start and Early Head Start.	1 min
6. Invite Date, Time, Location, Purpose	We are hosting a (name of event) at (location) at (time) on (date) and we would be so happy if Assembly(wo)man / Senator (last name) could join us.	15 sec
7. Thank and offer to follow up <ul style="list-style-type: none">• Contact info• Leave-behinds• Offer to be a resource	I know you're busy and I am really grateful for your time. Here's my card, and some child outcomes we're proud of. Please call if we can provide any more information. Thank you!	15 sec