

Kindness Capstone • Community Collaboration PREP • Days 4-5

During this third week of our Kindness Capstone Project we will work to identify community collaborators and create a detailed plan of their involvement in each Kindness Capstone project. Over the next two days we will perfect our “Elevator Speech” for our projects when meeting with potential community collaborators.

Weekly Objectives

Students will:

- ❑ Develop a clear understanding of the benefits of community collaboration.
- ❑ Create and execute a collaboration plan to include at least one community-based collaborator for their project.

Resources / Materials

- ❑ **VIDEO: (short) 2:33**
<https://youtu.be/uyxfERV5ttY>
- ❑ **VIDEO: (long) 6:14**
https://youtu.be/Lb0Yz_5ZYzl

Reflect / Assess

Deliverables:

- ❑ Elevator Pitch Worksheet
- ❑ In Class Elevator Pitch Presentation
- ❑ Daily Participation points

Share

Discussion Starter:

- Have you ever heard of the phrase “elevator speech” or “elevator pitch”?
- If so, in what context?
- If not, what do you THINK it means based on the title alone?



Inspire

Over the next 2 days, we will be working on creating our own “elevator pitch” for our Kindness Capstone Project to better prepare for soliciting community collaborators next week. It is called an “elevator pitch or speech” because it should be roughly 30 seconds, or the length of an elevator ride.

Watch the following video(s). The first gives a terrific, quick overview. The second provides a list of steps for any elevator pitch.

Short Video: 2:33 <https://youtu.be/uyxfERV5ttY>
Long Video: 6:14 https://youtu.be/Lb0Yz_5ZYzl



Empower

Day 1: Large Group Discussion

You need to have both a SHORT version (think the length of a tweet-140 characters or less) and a LONG version (roughly 30 seconds, but not longer). Every person in the group must create THEIR OWN VERSION of the elevator pitch for your project. If it’s not personalized, you will not feel as confident when you speak it! Include the following:

1. Who you are: name, school, etc.
2. A little background on the project.
3. Connection: What is your common ground?
4. The Ask: What are you asking from them?
5. The Close: Set up another phone call, email, or in-person followup.

The goal of your elevator pitch is to get your project in front of a person quickly so they can make a decision on whether or not they can and want to collaborate with you. Make sure you close it with a followup contact or with a way to contact them again. It may take several interactions to secure someone as an official community collaborator!

Day 2: Elevator Pitch Creation

You need to create both a SHORT version (1-2 sentences) and a LONG version (30 seconds or less). At the end of class, allow 15 minutes for every student to present their pitch. Set a timer for 30 seconds to help them see how long they have.



Elevator Pitch Brainstorming Worksheet

Directions: Use the following points to brainstorm your Kindness Capstone Project “Elevator Pitch”. You need both a SHORT version (like a 140 character Tweet, 1-2 sentences MAX) and a LONG version (no more than 30 seconds).

GOAL: To clearly and accurately present your Kindness Capstone Project to potential community collaborators.

The following are components that must be included, and in the order they are presented. This will give people you are talking to a very clear and accurate overview of both who you are and what your project is about.

1. Who are you?

- Include your name and school.

Example- Hello, my name is Lisa Rose and I am a senior at Peak to Peak Charter Academy.

2. Little Background on Project

- Include both what the project is about and HOW you came to arrive at this idea. What is the goal? Why are you doing it? KEEP IT SIMPLE.

Example: We are working on a community based Kindness project to help people get access to jeans. Our community asset mapping highlighted a gap in the responsibility for the vulnerable people we live near. Our project seeks to change that by collecting 50 pairs of jeans over the next 4 weeks.

3. Connection

- How is the person, organization, or business you contacted connected to your project? Do they share a similar mission? Do they work/reside in the particular section of the community you want to serve? Do they have a skill set that would help you accomplish your project?

Example: Your thrift store receives many donations daily and we heard that some of the donations do not “make the cut” for sale on the floor.

4. The Ask

- What do you want or need from them? What does their community collaboration look like? BE SPECIFIC.

Example: Our team would like to work with you to set aside these types of jeans.

5. The Close

- Set up a time in the future to speak again. This can be a summary via email, a followup call, or even an in-person meeting. Be prepared to suggest one of these. You cannot accomplish everything in one short conversation.

Example: Thank you so much for your time. I will email you later tonight. I look forward to speaking with you again very soon.

Elevator Pitch Brainstorming Worksheet

YOUR TURN! Now it's time to create your own Elevator Pitch! Answer each part below and then on the next page rewrite it altogether to create your elevator pitch.

Who are You?

**A little background
on the project**

The Connection

The Ask

The Close

Elevator Pitch Brainstorming Worksheet

Now combine your answers above to create a long & short version of your elevator pitch:

**Rewrite it altogether
(This is your LONG
version):**

**Now shorten it down
to 1-2 sentences.
(This is your SHORT
version.)**
