**Telling Your Story – Elevator Pitch**

**Why an elevator pitch?** An elevator pitch helps you condense your story with psoriasis / psoriatic arthritis so you can make the most out of short meetings with your lawmakers and their staff. It is a short, informative, and persuasive form of introducing yourself and your policy ask.

**Creating your pitch:** This guide walks you through the key components of a general elevator pitch. Completing this guide will help you build a foundation for your elevator pitch. Then, you can add a different policy ask at the end. Sometimes, you will need to tailor the details of your story to match a policy ask. However, it’s always good to have a general elevator pitch in your back pocket – you never know who you’ll meet or when!

**Putting the Pieces Together**

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| **Pieces of an Elevator Pitch** | **Example** |
| **Background** is key information you want your audience to know right away. This includes who you are, where you are from, and who you represent.  **Tip:** If you have a bit *more time* to talk, you can end the background section by asking if they are familiar with psoriasis. This can be a great conversation starter, especially if it turns out they have a personal connection to the disease. | *My name is Taylor Smith and I am a constituent of yours from Franklin. I’m here today as a patient advocate with the National Psoriasis Foundation on behalf of the over 8 million Americans with psoriasis. I have lived with psoriasis for 10 years and psoriatic arthritis for 2 years. Are you familiar with psoriasis or psoriatic arthritis?**Psoriasis is an immune-mediated disease that impacts about 1 in 30 adults in the U.S. About 30% of people with psoriasis will also develop psoriatic arthritis.* |
| **Your story** comes next. Whether you’ve lived with psoriatic disease for a long time, were recently diagnosed, or care for someone living with the disease, you have a lot of valuable insights about the disease. Start by thinking through everything you might want to share, and then narrow it down to a few key sentences.  **Tip:** the details of your story that you use might change depending on the policy ask. | *For me, psoriatic disease impacts my day-to-day life. I’ve tried multiple treatments in order to find one that worked.* *Because the treatment that worked for me was a biologic, I had to convince my insurance to cover the treatment my doctor prescribed, and during that delay, my psoriasis flared and it was debilitatingly painful and itchy. I couldn’t move and needed to take time off work. Today, I’m doing well, but I’m worried that I might lose access in the future.* |
| **The policy ask** is the final component of an elevator pitch, where you ask the lawmaker to support a specific policy. The ask can change from meeting to meeting but needs to be framed as a yes or no question. Work with NPF staff or do some research to find out what actions the legislator has already taken and what opportunities they have. | *That’s why I’m here to ask you to co-sponsor the Safe Step Act. This bill would ensure that people with employer health plans like me have access to an expedient step therapy exceptions process. It would reduce delays in care caused by insurance-mandated step therapy.* ***Will you co-sponsor the Safe Step Act?*** |

**Creating *YOUR* Elevator Pitch**

Now it’s time to create your unique elevator pitch. Following the same format as the example above, fill in your background and story. Here are a few more tips to keep in mind:

* While it’s important to prepare your pitch ahead of time for circumstances where you only have a minute or two to make the ask, **it is okay to stop and converse** throughout, but make sure you are staying on topic and leave time for the ask(s).
* Practice is important, but **you don’t need to memorize** it or say it word for word each time. Instead, **practice hitting the key points** over and over with slightly different phrasing. That way, you’ll be comfortable walking through your main points even if you don’t say it the same way each time.
* When talking about your treatment journey, try to **describe the type of treatment instead of saying the brand name**. This will help your audience follow what you’re talking about even if they aren’t familiar with psoriasis treatments.
* Keep in mind that depending on the specific engagement, you may need to lengthen or shorten your elevator pitch. A legislative meeting is about 15 minutes, a discussion at a constituent coffee can be 5 minutes, and you might get 1 minute to pose a question at a town hall.

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| **Pieces of an Elevator Pitch** | **Your Pitch** |
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| **Your story** comes next. Whether you’ve lived with psoriatic disease for a long time, were recently diagnosed, or care for someone living with the disease, you have a lot of valuable insights about the disease. Start by thinking through everything you might want to share, and then narrow it down to a few key sentences.  **Tip:** the details of your story that you use might change depending on the policy ask. |  |
| **The policy ask** is the final component of an elevator pitch, where you ask the lawmaker to support a specific policy. This is also the section that can change from meeting to meeting. Work with NPF staff, or do some research to find out what actions the lawmaker has already taken and what opportunities they have to make an impact. |  |