**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 worked in an office for many years, and when I got dressed each morning, covering up my psoriasis was always on my mind. I’ve tried multiple biologic treatments – some never worked and others worked at first and eventually stopped. Each step along the way, I had to convince my insurance to cover the treatment my doctor prescribed and needed financial assistance to afford it. Today, I’m taking a treatment that works for me, 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.  As a placeholder, you can use a general ask about improving access to care for people with psoriatic disease. Then, when planning to meet with lawmakers about a specific piece of legislation, you can swap in that ask at the end of your pitch. | *That’s why I’m here to ask that you support people with psoriatic disease by ensuring access to quality, comprehensive health care. This includes making treatments affordable for patients by lowering out-of-pocket costs and helping patients access the treatments prescribed by their doctors without delays caused insurance barriers such as step therapy****. Can we count on you to support access to health care?*** |

**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.

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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.  As a placeholder, you can use a general ask about improving access to care for people with psoriatic disease. Then, when planning to meet with lawmakers about a specific piece of legislation, you can swap in that ask at the end of your pitch. | *[General ask – swap out as needed] That’s why I’m here to ask that you support people with psoriatic disease by ensuring access to quality, comprehensive health care. This includes making treatments affordable for patients by lowering out-of-pocket costs and helping patients access the treatments prescribed by their doctors without delays caused insurance barriers such as step therapy.* ***Can we count on you to support access to health care?*** |