

CREATE YOUR ELEVATOR PITCH

Use this worksheet to prepare your 60 second elevator speech to share who you are, explain why Impact Aid matters, and make your ask to policymakers.

IDENTIFY YOUR AUDIENCE

Who is your elected official?
Who are you meeting with?
What is their motivation?
Are they Impact Aid (IA)
supporters?

IDENTIFY YOURSELF

Who are you? What school
district do you represent?

YOUR STORY

How does your district use
IA? What % of your budget
is IA? What would you have
to cut if IA were eliminated?
What have you accomplished
using IA? (Share stories)

THE ASK

What do you want
the policymaker to do?
(Reference your NAFIS
talking points)

Practice out loud and then contact your elected officials.