

Building and Making the Pitch

The purpose of this worksheet is to serve as a guide for formulating an effective pitch or "elevator speech" to recruit or engage a potential Vision Zero partner (e.g., new coalition member) or potential Vision Zero champion.

Instructions

1. Reflect on previous discussions with your internal Vision Zero team and/or other partners to choose a person or organization to whom you might want to "pitch" Vision Zero support and/or involvement.
2. Complete all sections of the worksheet (next page) to build a concise pitch, tailored to your selected audience.
 - a. Modify your tone and language for your selected audience.
 - b. Each element should be short and concise - no longer than 1-2 sentences.
3. *Role play*: Practice making your pitch with other members of your team. Pretend that you have 3-4 minutes to convince someone to partner with/support Vision Zero.

Maintaining Momentum and Vision Zero Action

Choose an audience (e.g., potential funder and/or collaborator, new coalition member, etc.):

Pitch Component	Notes
Introduce yourself and describe your coalition. (What is the goal of your coalition?)	
What motivated your coalition to address road traffic deaths and serious injuries in your community? (Use a few data points or brief anecdote to describe the problem.)	
Target population(s) that will benefit from your initiative (including demonstrating explicit alignment to audience member's target populations, if/as appropriate)	
What is Vision Zero and why is this an effective approach to prevent road traffic deaths and serious injuries?	
A brief description of your prevention strategies/ activities (or the types you plan to implement)	
How is this project potentially aligned with their objectives and goals?	
The value of this partner's involvement (why their role is important)	
Your ask (what do you need or want from this potential partner, specifically)	

*Adapted from a tool developed by the NC Division of Public Health