Friends of Recovery--New York 45 Second Elevator Pitch

Outline for an effective elevator pitch:

* Introduce yourself and quickly describe who you are and what connects you to the issue you are pitching
* State your case
* Suggest how the listener can help to resolve the problem
* Explain how you can help the listener in resolving the problem

BEFORE YOU END

* End with a call to action—a future meeting or a phone call to continue the conversation—Keep them engaged! [“When can we talk again?”]
* Ask for a business card and supply one as well if possible

Elevator Pitch Example: Allison Weingarten

* **Introduction/ Make it personal:**

Hello my name is Allison Weingarten. I am the policy director of Friends of Recovery New York. I am also a person in recovery. I work with my colleagues and partners, fellow recovery warriors, many of whom are recovering from drug and alcohol addiction, to show the public and decision makers the power and promise of recovery. We are here to show that people in recovery are not their addiction and we can achieve so much with the right supports.

* **Information/Data:**

Ten percent of American adults—23.5 million people--are in recovery from substance use or addiction. In New York State over 260,000 people start their journey to find their path of recovery from addiction each year. New Yorkers in recovery accomplish amazing things, but without the right supports, that recovery is not possible.

* **Ask:**

We are here asking for resources to support people in recovery as well as supports for treatment and prevention. We are asking for recovery supports that we know keep people alive and empower people in recovery. The most important three items we are asking for are (1) funding for recovery high schools by supporting A.8380 (Rosenthal)/S.5537 (Carlucci); Holding insurance companies more accountable by supporting A.3694 (Gunther)/ S.1156A (Ortt); and supporting A.5082 (Rosenthal) which creates wraparound services which we know are essential to saving lives and creating pathways to recovery. Our Policy Statement further outlines our most important goals in order to end discrimination against people with addiction so that our members can access healthcare, housing, education, justice, employment and other life essentials in order to heal and contribute to society.

* **Follow Up:**

Here is our policy statement as well as a pamphlet about FOR-NY. Also, here is my business card. I will send you a follow- up email to get you connected with FOR-NY and our hopes for this year. I hope we can count on your support! Please do not hesitate to be in touch with any questions.