**Elevator pitch template**

**"Who are we?”**

What key words and phrases describe who you are?

*E.g. the voice of the community, representing community, advocates, creators, social enterprise, peak body.*

**"What do we do?”**

What is your X factor?

*E.g. we empower women in leadership, we protect native animals, we promote diversity in sport, we connect local businesses.*

**"Why is it important?”**

What sets you apart?

*E.g. to fill a service gap, to solve a problem, to create networks of best practice, to change policy or practice.*