



Creating a Program Elevator Pitch

In 30-60 seconds, you should be able to explain what your program does, why it's important, and how partners can help. While delivering a short speech or pitch about something you know sounds easy, it takes practice, feedback, and knowing your audience to do it well.

Use the pointers below to develop a pitch suited to your program and to the partners you hope to work with.

Elements of an effective pitch

- Who – Describe who you are and your organization's experience

- What – Explain what you do and link to important and impressive outcomes you've achieved

- Why – Point out why what you do is important and how it changes the lives of youth

- Goals – Clearly state your goals for the upcoming project or partnership scenario

- Ask – Tell the partner what help you need and why you think they are the right one to provide it

Tips

- Use data and short vignettes to get your point across
- Limit your words and have a few key phrases
- Ask partners what they would want out of the experience
- Be confident and positive
- Practice and get feedback from multiple individuals
- Customize the pitch to each particular person or organization – no two pitches should be exactly alike



Identifying Partners

Partners can be a person or place or just about anything else in between. To best utilize potential partners, you need to have a clear sense of what's out there.

Use the list below to begin identifying potential partners and what type of services or support they could offer.

	Details	Partnership Ideas
COMMUNITY LEADERS		
Business		
Religious		
Political		
Long-term residents		
Philanthropists		
OTHER		
PLACES		
Parks		
Zoos		
Museums		
Popular meeting places		
Restaurants		
Colleges and universities		
Concert venues		
OTHER		
GROUPS		
Political		
Arts-related		
Service-oriented		
Community-centered		
OTHER		



Identifying Partners

COMMUNITY SERVICES		
Government-related		
Non-profit organizations		
Charities		
Education- and training-related		
OTHER		
INDUSTRY		
Small businesses		
Large corporations		
Family-owned businesses		
Trade groups and unions		
OTHER		
SOURCES OF INFORMATION		
Newsletters		
Websites		
News organizations		
Listservs		
Chamber of Commerce		
OTHER		



Memorandum of Understanding Template

A memorandum of understanding or MOU is a document created between two or more parties explaining how they will work together to achieve a common goal. While MOU's vary in complexity and use, the purpose is to help organizations work together and understand one another's perspectives.

The outline highlights the key components of an MOU.

Section 1 – Introduction

- This section describes the need, the organizations involved, and why these organizations need to work together. Questions to consider in this section include:
 1. Why is the MOU being created?
 2. What agencies are participating?
 3. Why is this MOU necessary?

Section 2 – The Purpose

- This portion should briefly explain the goals of the MOU and how and when it will be utilized. Questions to consider in this section include:
 1. What are the various goals of the MOU (be specific)?
 2. How will these goals be carried out (be specific)?
 3. When will these goals be carried out (be specific)?

Section 3 – Roles and Responsibilities

- To better collaborate, both sides must understand what each other needs to succeed. Understanding expectations from the beginning will lead to a more aligned and successful experience. Questions to consider in this section include:
 1. Which duties will each organization take the lead on and which duties will be carried out collaboratively?
 2. Which resources that need to be shared does only one party possess?
 3. What do both organizations' staff need (resources, training, etc.) to effectively carry out the MOU objectives?

Section 4 – Oversight and Terms of Agreement

- The MOU should be considered a working document – this section in particular. Questions to consider in this section include:
 1. How will both sides measure success?
 2. When will both sides amend the MOU if circumstances change?
 3. How will initiatives at the local, state, and federal level be incorporated into the MOU?



Memorandum of Understanding Template

Memoranda of Understanding Template Between

the _____
and the

I. Introduction

This MOU is necessary and has been created to address:

- Item 1: Description
- Item 2: Description
- Item 3: Description

II. Purpose

The goals of this MOU include:

- Goal 1: Description
- Goal 2: Description
- Goal 3: Description

Goal 1 will be carried out by (how and when) _____

Goal 2 will be carried out by (how and when) _____

Goal 3 will be carried out by (how and when) _____



Memorandum of Understanding Template

III. Roles and Responsibilities

Individual roles and responsibilities include:

Organization 1:

- Role and responsibility 1
- Role and responsibility 2
- Role and responsibility 3

Organization 2:

- Role and responsibility 1
- Role and responsibility 2
- Role and responsibility 3

Shared roles and responsibilities include:

- Role and responsibility 1
- Role and responsibility 2
- Role and responsibility 3



Memorandum of Understanding Template

IV. Oversight and Terms of Agreement

The MOU goals will have been successfully carried out when:

- Goal 1 indicator(s) of success
- Goal 2 indicator(s) of success
- Goal 3 indicator(s) of success

The MOU will be amended by:

- First check-in date
- Second check-in date

The MOU will be amended when:

- Stipulation one
- Stipulation two

Agreed:

Organization 1 Representative

Date

Organization 2 Representative

Date