

ELEVEATOR PITCH

Tell the story of who you are in 30 seconds



A stronger Illinois begins at home

Hello, my name is _____

I work for/with _____

You know how... (the problem) _____

Well, what we do is... (one feature of your work – keep it simple and free of HUD jargon!)

So that... (benefit)

We're kind of like... (simile)

HOUSING ACTION ILLINOIS EXAMPLE:

Hello, my name is Timm Krueger, I work for Housing Action Illinois! You know how everywhere in Illinois, families are struggling between paying rent and buying groceries?

Well, what we do is advocate for high-quality, affordable housing so that no one ever has to choose between paying rent and putting food on the table. We're kind of like a realtor that's trying to help keep more money in your pocket.