



MMIC Drop Elevator Pitch

- LENGTH: 30 seconds to 2 minutes long
- **MMIC drop moment**: when a message is clearly and effectively conveyed in an indisputable, memorable fashion.
- Use the 5 Cs: Clear, Concise, Connecting, Compelling, & Consistent.

Me-Who are you? Who are you in the grand scheme of things?

- Start with a quick one-line introduction. This gives context of your positioning in the grand scheme of things and provides insight to the value of your unique perspective.
- Greeting (Hi, etc.), Who are you & your relevance (Your Name, family member/self-advocate/DBP professional, etc.), Where you are from (city/town, State).
- Unless authorized to do so, remember you are representing yourself and not your institution/place of work, refrain from stating institution/hospital etc. you work at.
- Thank them for taking the time to speak with you.

Message-what is your key message?

- Convey the key message- What do you need your legislator/audience to know?
- What is your unique perspective and understanding of things
- Key message, 2-4 supporting points
- Choose the most compelling component of the message for your audience.
- State the problem/issue that needs to be addressed, from your perspective.
 - What is the problem?
 - Who is affected by the issue?
 - How are children, families, and the community being affected?
 - What data can you provide to emphasize how the problem is affecting the community?
 - Why does the issue need to be addressed at this time?
 - Where is the problem greatest?

- When is intervention needed before there are negative consequences?

Inform-What is the practical solution they need to know?: HEADs UP Act

- What is the HEADs UP Act?
- Evidence to support its relevance to your message and effectiveness to address the problem/issue at hand
- Why should they support the act? Consider:
 - Benefits to society as a whole and benefits in line with the legislator's priorities
 - Personal stories
 - Statistics/data (prevalence, cost, etc.)

Call to Action- What actions can they do?: Support the passing of the HEADs UP Act

- Clearly define the action- What do they need to do moving forward
- Emphasize how your audience can immediately and practically get involved
- Consider: Emphasizing how this action will add more value or better solve the problem than an alternative solution
- End in a fashion that can also foster further conversation, that further engages the audience/legislature

Remember

- Use the 5C's to frame your MMIC drop Elevator Pitch
- This is not a presentation but an opportunity to foster dialogue and conversation that encourages legislatures to support the HEADs UP act, and anything supporting children who have disabilities and their families moving forward. Practice makes perfect.
- Be bold. Be confident.
- Deliver your message respectfully from a place informed by passion, logic, and love.
- You will do great!

References:

- https://downloads.aap.org/AAP/PDF/aap_advocacy_guide.pdf
- <https://tsne.org/blog/media-advocacy-developing-and-framing-your-message/>
- <https://www.startearly.org/app/uploads/pdf/EarlyChildhoodAdvocacyToolkit.pdf>
- <https://www.ala.org/advocacy/advocacy-university/school-library-resources/elevator-speech>
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