



SEVEN SAMPLE ELEVATOR PITCHES

Formula: Identify the Problem. Share the Unique Solution. Make the Ask.

SAMPLE 1: Personal Narrative Approach/Your Why

(You joined this board/trustee group for a reason; would that reason inspire others to get involved?)

The hardest thing I have ever experienced is walking out of a hospital and leaving my newborn baby girl inside in the care of the NICU team. You expect things to go a certain way when you deliver a baby, so when things don't go as planned it impacts everything about your life. Going home wasn't an option because it just felt too far away, so we stayed at Ronald McDonald House in Cleveland.

During our long days at the hospital, we found that there were meals and snacks available in the Ronald McDonald Family Room, which was incredible because it was just one less thing to think about. The staff and volunteers really took care of me so that I could just focus on taking care of my baby.

I want to make sure that for years to come, other families know those same kindnesses through the supportive services of RMHC NEO. I've joined the board to help guide the vision and mission of the organization and I think that you and your company could have a huge impact by supporting this major campaign that we have coming up!

SAMPLE 2: Generic/Broad Focus

Parents have so much to worry about when their child is in the hospital or undergoing treatment for a serious illness. It can be hard to just be present in the moment and tend to your child's needs when you're worried about so many other things.

Ronald McDonald House Charities of Northeast Ohio steps in to help relieve some of those stressors when and where possible. The House programs in Cleveland and Akron are located near major regional hospitals. They are places where parents and other family members can stay and be well cared for, so that they can focus all their energy on caring for their sick child. The Ronald McDonald Family Rooms are respite spaces right inside hospitals where families can have a place to shower, grab a snack, or just sit down and relax for a few minutes. And additional community-based resource programs promote wellness and support parents through the challenges they face outside of a hospital setting.

If you're looking for a way to get involved with an organization that truly makes a difference in the lives of families in need, you should come to help me make a meal at one of the houses. I think you'll be amazed to see how much you can do with just two hours of your time.

SAMPLE 3: With a personal story provided.

When a child needs medical care, families need a lot of support. We help fill the gaps and take away a lot of stress and expense. The Ronald McDonald House gives families a place to stay, free of charge, with all meals, laundry, parking, and activities included. Parents don't need to figure out how to take care of their other kids because the whole family can stay together. Sometimes being able to stay at the House is what makes it possible for them to get the best care for their child. We help right in the hospital with Ronald McDonald Family Rooms. Those give families a place to clear their head, grab a bite to eat and decompress right on the pediatric unit. Some of the Rooms even have showers and laundry, which is huge if you haven't left the hospital for a few days.

[INSERT PERSONAL STORY—here's an example if you don't have one]

We recently had a family stay with us—they were both nurses and had referred families to the Room many times. Their baby became very ill (he's since recovered), and for a while they needed to be with him round the clock. They were so grateful. The dad cried when he was telling us how much it meant to him to just be able to freshen up a bit, have a shower, have lunch, clear his head.

They also stayed at the House and brought their six-year-old daughter with them. She loved it there—like it was a vacation, and it took a lot of anxiety away from them about being able to give her enough attention. Before that, they were taking turns and swapping cars and kid duties in the hospital roundabout.

[BRING IT HOME WITH SOMETHING PERSONAL AND POINT THEM TO MORE INFO—here's an example]

I hear stories like this all the time. Almost every time I'm *[with a group of people/giving a presentation/at a conference]* and Ronald McDonald House comes up, there's someone who's used the services, or someone close to them has. It's an amazing feeling, to be part of something that help so many people. *CTA depends on audience: "There's some great events coming up/If you're interested in getting involved/there are some great group opportunities/if you know someone who needs our services...RMHCneo.org"*

SAMPLE 4: With additional talking points

When a child needs medical care, there are so many things families need help with. Traveling for care and figuring out where to stay, what to eat, how to take care of other kids, and how to pay for it – that's a huge burden. We take care of those things. Families can stay at a Ronald McDonald House, free of charge, with all meals, laundry, and parking included. They can be near the hospital and still be together as a family.

- It allows parents some breathing room to be near the hospital and still be parents to their other kids. They don't have to worry about missing out on things like birthdays and holidays—they get to celebrate those things together at the House!
- Sometimes families are with us for a couple days, sometimes for even a year or longer. There's a huge percentage of families who visit multiple times for ongoing care. We've even had families welcome new babies while staying at the House!
- There's also a lot of support from volunteers and other families at the House, so there's a real sense of community.

SAMPLE 5

RMHC Northeast Ohio supports families dealing with childhood illnesses or injury. We provide necessities like a place to stay near the hospital, meals, parking, and laundry so people can focus on their kids without worrying about all the other stuff. Our two Houses can hold almost 100 (95) families. There are also Family Rooms right in the hospital, so when parents can't leave, they can step down the hall and clear their heads, have a bite, take a shower—things people need so they can be strong for their kids.

INSERT PERSONAL STORY—WHY ARE YOU INVOLVED?

CLOSE WITH HOW THEY CAN FIND MORE INFO

SAMPLE 6

When a child is ill, there's a whole host of things their family may need help with to be able to give them the best possible care.

If they have to travel, we give them a place to stay near the hospital where they can still care for their other children. The Ronald McDonald House is totally free of charge and includes meals, laundry, and parking. It alleviates a huge burden and, in some cases, makes it possible for them to get the best car for their child.

Ronald McDonald Family Rooms in the hospital give families a place to clear their head, grab a bite to eat and decompress right on the pediatric unit. Some of the Rooms even have showers and laundry, which is huge if you haven't left the hospital for a few days.

INSERT PERSONAL STORY—WHY ARE YOU INVOLVED?

CLOSE WITH HOW THEY CAN FIND MORE INFO

SAMPLE 7

RMHC Northeast Ohio works to make sure families with ill or injured kids have the support they need to access the best care. Whether it's a place to stay, meals, support in the hospital, resources to help them through, we take care of these things. It takes away a huge amount of stress and financial burden. The whole family can stay together too, so parents can still take care of all their kids.

INSERT PERSONAL STORY—WHY ARE YOU INVOLVED?

CLOSE WITH HOW THEY CAN FIND MORE INFO