

The Pitch and the Ask

Below is a suggested outline for a Sponsor pitch. There should be three parts to your speech, and you should put it into your own words as if you are talking to someone.

Introduction – What is LLS/SVOY?

Example: “Thank you so much for meeting with me, I understand how busy you are and this really means a lot. I am excited to tell you about an amazing program I am in that will help save lives. This year I am working the The Leukemia & Lymphoma Society as a candidate in the Student Visionaries of the Year campaign to help bring an end to blood cancers. LLS is the world’s largest nonprofit dedicated to blood cancer patients, and funds some of the most groundbreaking research projects, that actually go on to help other cancers and diseases.”

Body – Why are you running/helping, what is your inspiration?

Tell them YOUR WHY. Do you have a personal mission connection, or are you running to support our Honored Hero? Speak to whichever is applicable to YOU. In your words, why is what LLS doing so important to you that you’ve taken on this role as a candidate?

The Ask – Why should they support you?

“I’m sure someone you know has been diagnosed with cancer and has had to endure the physical and emotional effects of this devastating disease. But you can help! My team has a goal of _____ and YOUR HELP can bring us closer to meeting that goal.”

Practice!

Write down your notes, if you’re pitching in person, practice your elevator pitch with a friend, parent, LLS staff member, so that you’re ready to go when the time comes!

Now – create a 30-second version – YOUR Elevator Speech!