



# Creating an Elevator Pitch for Your CRP

**A Guide for Effectively Communicating your Programs value**









# What is an Elevator Pitch?



- A brief, persuasive speech that you can use to spark interest in what your CRP offers.
- Typically lasts about 30 seconds to 2 minutes.
- Translates importance and value.
- 3 C's
  - Clear
  - Concise
  - Compelling





# Why an Elevator Pitch is Important



- **Communicate Value Quickly:** Helps you convey the core message of your CRP in a concise and compelling manner.
- **Engage Various Audiences:** Tailor your message to various stakeholders, such as students, faculty, administrators, and donors.
- **Increase Awareness:** Promotes the visibility of your CRP on campus and within the broader community.



# Discussion

10 minutes



Who is the primary audience you usually engage with when talking about the CRP at your institution?

What other audiences do you engage with regularly to promote the CRP?

How might the audience change the way you promote the CRP?





# Key Elements of a Successful Elevator Pitch



- **Introduction:** Start with your name and role.
- **Problem Statement:** Briefly state the challenge your CRP addresses (e.g., lack of support for students in recovery).
- **Solution:** Explain how your CRP provides support and resources to students in recovery.
- **Value Proposition:** Highlight the unique benefits of your CRP, such as increased retention, academic success, and community involvement.
- **Call to Action:** Encourage your audience to take the next step, whether it's learning more, visiting the CRP, or supporting your program.





# Activity: Draft Your Problem Statement



Draft a problem statement for your CRP. (4 minutes)

"At our institution, we are proud to have an established Collegiate Recovery Program (CRP) that provides a supportive community for students in recovery from substance use disorders. While the program has made significant strides, the pressures of academic life, coupled with the challenges of maintaining recovery can make the college experience particularly stressful for these students. Our goal is to further strengthen our CRP by expanding resources and opportunities that empower students to succeed both academically and personally. By enhancing peer support, providing academic and wellness resources, and fostering a stronger recovery community, we can ensure that students in recovery continue to thrive in a supportive and inclusive environment."





# Tailoring Your Pitch

- **Know Your Audience:** Adapt your pitch based on who you're speaking to (e.g., students, faculty, parents, treatment programs, potential donors).
- **Highlight Relevant Benefits:** Focus on what matters most to your audience (e.g., academic success for faculty, personal growth for students, scholarship opportunities, community, programming & events, etc..).
- **Use Real Examples:** Include success stories or statistics to make your pitch more relatable and impactful.





# Interactive Exercise: Tailor Your Pitch



3 minutes

Think of two different audiences you might speak with about the CRP (e.g., a student and a faculty member).

Write down how you would tailor their pitch for each audience.

How did you tailor your pitch and what were your thought processes?





# Sample Pitch Structure

- Opening: "Hi, I'm [Your Name], and I lead the [Your CRP Name] at [Your Institution]."
- Problem Statement: "Many students in recovery face significant challenges in maintaining their recovery support while navigating the stress and pressures of college life."
- Solution: "Our CRP provides a safe, supportive community where students can access resources, connect with peers, and thrive academically."
- Value Proposition: "On average, students involved in our CRP achieve higher GPAs and are more likely to graduate compared to the general student body."
- Call to Action: "If you're interested in learning more or getting involved, we'd love to connect with you."



# Sample Pitch



- "Hi, I'm \_\_\_\_\_, and I'm the coordinator of our Collegiate Recovery Program at \_\_\_\_\_. Our program is dedicated to providing a safe, supportive space for students in recovery from substance use and mental health disorders. We offer peer-led support groups, counseling services, and recovery-focused events that help students focus on their education while maintaining their recovery. By creating a strong community, we've seen tremendous success—95% of our students in recovery graduate. To continue offering these vital services, we're seeking partnerships and resources to grow our support network. Your involvement can make a lasting difference in the lives of students. Together, we can create a more inclusive, healthier, and supportive campus for everyone."

# Practical Tips for Delivery



- **Be Confident:** Speak clearly and with conviction. Your passion for your CRP should shine through.
- **Keep It Concise:** Stay within the 30-second to 2-minute range to maintain interest.
- **Practice, Practice, Practice:** Rehearse your pitch so it feels natural and you can deliver it smoothly in any situation.







# Common Mistakes to Avoid

**Being Too Vague:** Make sure your pitch clearly explains what your CRP does and why it matters.

**Overloading with Information:** Keep it simple; focus on the most important points.

**Forgetting the Call to Action:** Always end with a clear next step for your audience.





# Thoughts from the audience





# Resources and Next Steps



- **Resources:**

- [Creating an Elevator Pitch for your CRP guide](#)
- [ARHE Technical Assistance](#)
- [Getting Started Guide](#)

- **Next Steps:**

- Refine your pitches and practice. Look for opportunities to promote the program on and off campus.
- Join us next week for Beyond Sober Tailgates- Programming with Lindsay Montgomery from KSU.





# Thank You!

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