

***Storytelling / Elevator Pitch***

**WHO ARE YOU PLANNING TO TALK TO? WHAT IS THEIR BACKGROUND, EDUCATION, & BELIEFS?**

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**PROBLEM**

* *What problem are you trying to solve?*

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* *Why does this problem exist? What is the root cause?*

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**ORGANIZATION**

* *What is your organization’s solution? How are you different?*

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* *What happens if nothing is done?*

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**CARE & CONCERN**

* *Why should they care? Why should they care now?*

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**ACTION**

* *What can they do?*

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**PARTNER COMMENTS/SUGGESTIONS**

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