

Elevator Pitch

Imagine you step into an elevator and an influential person asks you about “Meatless Monday.” At most, you will have *45 seconds* together in the elevator to share your thoughts and be persuasive...that’s why we call this an “elevator pitch.”



Target Audience and Topic

ELEVATOR PITCH SPECIFICS	YOUR ANSWERS
Specify your target audience: <i>(Examples: Schools, Local Restaurants, Parents, Grocery Stores)</i>	
Description of Meatless Monday	

Message Development

Key Statements for YOUR Audience (Be Specific!)	YOUR ANSWERS
A Health Benefit	
A Financial Benefit	
An Environmental Benefit	
An Ethical Benefit	
Nutrition for vegetarians: a misconception or misunderstanding	