

# What Would You Say If You Met Bill Gates in the Elevator?



**Presenter:**

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Non-Profit  
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# **FUNDRAISING**

**is giving people an opportunity**

**to accomplish something**

**they can't do themselves.**

# ELEVATOR STATEMENT

- 1. What is the problem?**
- 2. What are you doing to solve the problem?**
- 3. What can they do to help?**

# ELEVATOR STATEMENT

**1. What is the problem?**

**Did you know...**

**By the time we're 85,  
half of us will have  
Alzheimer's.**

**Every two minutes  
someone is raped.**

**Every three  
seconds someone  
needs blood.**

**Diabetes kills more  
Americans every year  
than breast cancer  
and AIDS combined.**

**In the US, more than  
a million children go  
to bed hungry every  
night.**

**65,000 American  
teenagers will start  
smoking this month.**

**America has the  
largest percentage of  
its population in  
prison of any country  
on earth.**

**On 9/11**

**3000 Americans died  
from terrorists.**

**On 9/11**

**1100 died from cigarette  
smoking.**

**And on 9/12 and 9/13...**

# ELEVATOR STATEMENT

**1. What is the problem?**

# ELEVATOR STATEMENT

**1. What is the problem?**

**2. What are you doing to solve the problem?**

# Talk About Results, Not Needs



**Savage Rapids Dam on Oregon's Rogue River Oct 10, 2009**



**WHINING**

**Will It  
Pass the  
Mom  
Test?**



# ELEVATOR STATEMENT

**1. What is the problem?**

**2. What are you doing to solve the problem?**

# ELEVATOR STATEMENT

- 1. What is the problem?**
- 2. What are you doing to solve the problem?**
- 3. What can they do to help?**

# Practice Some Scenarios

- **Business person**
- **Reporter**
- **Woman with two kids**
- **Program Officer at a foundation**
- **Melinda Gates**
- **Bill Gates**

# More questions?

Let's talk...

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