

THE ELEVATOR PITCH

This template will help you craft an elevator pitch specifically for parents and young people.



FOR YOUNG PEOPLE

This is your chance to shape decisions about *[insert what the project/policy is about]* that affects your future. Your voice is crucial—your ideas can lead to real change by *[tell them how they'll inform change]*. We believe engagement should be a two-way street. If you take part, you'll *[insert the benefit, e.g. develop new skills, connect with others, and make a difference in your community]*. Plus, your input will have an impact *[or 'inform', if you want to tone down the language]* on the final outcome.

E.G. This is your chance to shape the development of a Youth Engagement Toolkit, for the Office for Youth. The Toolkit will support officials to engage with young people like yourself when they're making policies that affect your future. Your voice is crucial—your ideas can lead to real change. Officials are excited to learn from your experiences! We believe engagement is a two-way street. If you take part, you'll develop some new skills, connect with others, and make a difference in the lives of young people, including yourself. Plus, you'll have informed the creation of a Youth Engagement Toolkit that will continue to be used when creating policies.

FOR PARENTS AND GUARDIANS

This section is relevant if you are engaging young people under the age of 16. Refer to the tool “Define your why” to fill in the blanks

We’re involving young people in this *[insert engagement initiative name]* to *[insert purpose of engagement]* about *[insert policy area]*. Your child will be part of *[insert type of engagement – refer to Guide 5 for examples]* because *[Insert intended impact]*. We’re keen to hear from your child, but we’ll also provide them with the *[Insert key benefits for your engagement project. Below are some examples:*

- *Gain important life skills.*
- *Have their ideas influence real-world outcomes.*
- *Make a meaningful impact in their community.]*

We will ensure your child’s participation is supported and valued every step of the way by *[briefly explain what safety processes you have in place and the contact person and method of communication for parent and for the child.]*

Note: You can take the elements of this that suit you, and rewrite or restructure it as needed. See Guide 6 for further information on safeguarding informed consent. See Guide 3 for further information about interacting with parents.

E.G. We’re involving young people in the development of a Youth Engagement Toolkit for the Office for Youth. The Toolkit will support officials to engage with young people when it comes to shaping policies and programs that impact their lives. Your child will be involved in a team of young people that help to shape what the final toolkit will look like.

This is an opportunity for your child to have their ideas influence real-world outcomes. They’ll learn important skills and meaningfully impact the lives of other young people, like themselves.