

JVP Elevator Pitch

PROBLEM



SOLUTION



VALUES



ACTION

When you have a short amount of time to present your work with JVP (either in an interview or in an outreach conversation) getting a quick elevator pitch down is really important. Start by framing the problem (using JVP’s analysis, voice and tone), describing the solution (the ideal, end goal), appeal to people’s values, and then articulate the action that needs to be taken (which can range depending on the situation from “end US aid to Israel” or “come to our next event”).

SAMPLE JVP ELEVATOR PITCH:

I work with a group called Jewish Voice for Peace, grassroots organization inspired by Jewish values of social justice that works for a just and lasting peace according to principles of human rights, equality, and international law for all the people of Israel and Palestine. We believe that progress towards peace will only be possible when Israel is pressured to stop violating the basic rights of Palestinians and when the US support for Israel’s abusive policies ends.

We support non violent Palestinian-led efforts on the ground and globally to pressure the Israeli government through boycott, divestment and sanctions, and we focus on changing public opinion in the US, and within American Jewish communities. Jewish Voice for Peace, JVP is the fastest growing Jewish organization in the US because we speak for growing numbers of Jews

who oppose treating people differently because of religion or ethnicity—and who believe in the Jewish tradition of fairness and equality for all people.

If you feel the same the same way, I hope you’ll join us! We are hosting an event next week about home demolitions in East Jerusalem with a brilliant guest speaker. It would be great to see you there!

JVP’S BOILERPLATE (FOR USE ON PRESS MATERIALS AND IN ELEVATOR PITCHES):

Jewish Voice for Peace (www.jewishvoiceforpeace.org) is a national, grassroots organization inspired by Jewish tradition to work for a just and lasting peace according to principles of human rights, equality, and international law for all the people of Israel and Palestine. Jewish Voice for Peace has over 200,000 online supporters, over 60 chapters, a youth wing, a Rabbinic Council, an Artist Council, an Academic Advisory Council, and an Advisory Board made up of leading U.S. intellectuals and artists.