



Elevator Speech Training  
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## Letter of Inquiry

To whom it may concern:

Unique in requiring just one hour of a grantee's time, Elevator Speech Training (EST) offers customized communications coaching by video call that helps nonprofit leaders become more effective fundraisers and partnership builders.

**"This one-hour session was more impactful than weeks in other communications trainings."**

Dan Nissenbaum, CEO,  
Low Income Investment Fund

**"In a short hour I went from a decent pitch to a targeted, clear, well-focused ask."**

Joshua Ginsberg, President, Cary  
Institute of Ecosystem Studies

**"I had no idea so much could be done in just one hour!"**

Heather Ferguson, Executive  
Director, Common Cause New  
Mexico

Participants from across the country have spoken to the efficiency of EST in hundreds of testimonials like the ones above. You can browse them at [est.io/all](http://est.io/all).

**THE NEED:** Most people never practice how they talk about their work, especially in situations when they have only minutes to make an impression. Most concerningly, pitches almost always lack urgency, specificity, and emotion. While traditional workshops can help people improve, they require much more time and cost.

### TRAINING OUTCOMES:

1. Most important, participants take away a nine-step, universal framework for effectively conveying urgency, specificity, and emotion in all their communications.
2. They improve crucial nonverbal aspects of their communication, such as the power of speaking more slowly, smiling "just right" in TV interviews, and reducing body movements in virtual situations.
3. Participants also learn tricks and tips for optimizing their appearance in virtual meetings, including lighting, positioning of their computer or webcam, and choosing a background.

75% of participants rate their training experience "exceptionally useful" and 25% "very useful."

**SUBJECT AREAS & EXISTING FUNDERS:** Arts (John S. and James L. Knight Foundation) • Civic engagement (Carnegie Corporation of New York) • Environmental justice (JPB Foundation) • Immigrant rights (Carnegie / JPB) International peace and security (Carnegie) • Judicial independence (Piper Fund) • Poverty (JPB) • Public health (Harvard T.H. Chan School of Public Health)

We customize the training for every participant's subject area through extensive research.

**COST:** \$350 for a one-on-one training session, which includes prior research and follow-up with a recap of key-takeaways and script reviews.

**LEADERSHIP:** EST was founded by Marc Fest, a former journalist and a former vice president of communications for the John S. and James L. Knight Foundation and the New World Symphony.

**THE BOTTOM LINE:** EST offers an efficient solution for helping nonprofit leaders make lasting improvements in conveying the importance of their work.

Thank you for considering a grant proposal to bring the benefits of EST to your grantees. To schedule a 5-minute call to learn more at a time that's best for you, please click [here](#). I'm looking forward to it.

Sincerely,

A blue ink handwritten signature, appearing to read "Marc Fest", with a long horizontal flourish extending to the right.

Marc Fest, Founder, Elevator Speech Training

## Feedback from executive directors, presidents and CEOs of organizations

**"Every leader of a non-profit should take this training."**

Eric Cohen, Executive Director, Immigrant Legal Resource Center

**"In a short hour I went from a decent pitch to a targeted, clear, well focused ask."**

Joshua Ginsberg, President Cary Institute of Ecosystem Studies

**"I had no idea so much could be done in just one hour, total game-changing work!"**

Heather Ferguson, Executive Director, Common Cause New Mexico

**"If only all my one-hour meetings were so productive!"**

Priya Jayachandran, CEO National Housing Trust

**"Marc blew me away and I can't wait to recommend him to my colleagues."**

Cecili Thompson Williams, Executive Director Beyond the Bomb

**"In just an hour I left with concrete ways I can be more effective."**

Rachel Micah-Jones, Executive Director, Centro de los Derechos del Migrante, Inc.

**"The training gave me some really great tips on making a strong presentation of my organization!"**

Ralph Williamson, President Faith Organizing Alliance (FOA)

**"This is seriously one of the best trainings I have ever received."**

Marielena Hincapie, Executive Director, National Immigration Law Center

**"The training was really excellent - well-paced and fun."**

Sirine Shebaya, Executive Director, National Immigration Project

**"The modeling of story examples was so helpful."**

Quyen Dinh, Executive Director, Southeast Asia Resource Action Center

**"Anyone could benefit from this training opportunity."**

Bob McFalls, Executive Director, Florida Philanthropic Network

**"So helpful!"**

Sarah Milligan-Toffler, Executive Director, Children & Nature Network

**"It was enlightening. Thank you!"**

Suzanne Graham, President Downtown Akron Partnership

**"Elevator Speech Training is truly exceptional."**

Anne Evens, CEO, Elevate Energy

**"Honest feedback is critical and I definitely got that! Thank you!"**

Lindsay Harper, Executive Director, Georgia WAND

**"My elevator speech was improved \*at least\* 100% in the fun hour I spent with Marc."**

Kyra Shields, Bright Cities Program Director  
Healthy Babies Bright Futures

**"I highly recommend this training."**

Jojo Annobil, Executive Director, Immigrant Justice Corps

**"In just one hour with Marc, I was able to develop usable talking points."**

Debra Cronmiller, Executive Director, League of Women Voters of Wisconsin

**"This one hour session was more impactful for me than the hours, days, weeks that I have spent in other communications trainings."**

Dan Nissenbaum, CEO Low Income Investment Fund

**"This was a well-used hour."**

Andrea Ponsor, CEO Stewards of Affordable Housing for the Future

**"I loved Marc's approach, the direct and efficient real-time feedback, and the confidence-boosting energy."**

Sarah Shanley Hope, Executive Director, The Solutions Project

**"In just one hour Marc helped me greatly increase the impact of my delivery."**

Nancy Parrish, Executive Director, WAND