

## General Call Guide

### **Your goal: Persuade**

#### **Time:**

- 30 - 60 seconds

#### **Intro**

- Who you are, what you do, and what's your purpose
  - Share expertise and credentials quickly and effectively with people who don't know you
- Break the ice
- Mention why they are important

#### **Body**

- Describe the IICC
- IICC Goals
- Why you want the person on the other end to know
  - "I help (*who do you help?*) by doing (*how do you help them?*) so that (*why is this important?*)."
- Explain what's unique and different about you and the IICC
  - Be personable with this part

#### **Closing Elevator Pitch:**

- What you want to happen next
- A plan of action
  - Create a time to meet again to discuss more about the goals in the elevator pitch

## General Call Guide Outline

### **Intro**

- Hi, my name is Chris Cunningham and I am the founder of the Indianapolis Irish Cultural Council.
- This is something I have wanted to get the ball rolling and I wanted to contact you with the (enter organization name) to tell you about the startup.

### **Body**

- The IICC is a cultural committee that seeks the partnerships of local Irish organizations in Indianapolis, to come together and help promote Irish culture and collaborate to provide more opportunities for future generations of Irish Americans in the area.
- By partnering with us, you would be partnering with the rest of the local Irish organizations in Indianapolis to promote Irish culture as a whole, but to also fulfill your own organizational goals.
- (Enter specific organization purpose)
- Why you want to start the IICC
  - Already involved heavily in the community and want to see more collaboration.
  - Had a daughter and want her to grow up with all aspects of Irish culture. Wants to afford that opportunity to the future Irish Americans.

### **Closing**

- We want to discuss further about this idea and startup along with other representatives from other Irish organizations in Indianapolis.
- I would love for you and (enter organization) to be a part of a flourishing Irish community here in Indianapolis.
- I would be more than happy to send you more information via email

