



Seniors - Why Now?

Elevator Pitch Ideas

- Short, compelling summaries of a project, or idea that can be delivered in the time it takes to ride an elevator — typically 30 to 60 seconds.
- Quickly capture someone's interest and clearly convey your core message, value, or purpose.
- Mission-focused, problem/solution, impact-oriented

Google Drive Folder

<https://drive.google.com/drive/u/1/folders/1vkpDGeXrDkfszt-4WNmEueSCMnMoXKRX>

WHY Canadian Seniors Must Step Up for Climate Action - 10 reasons

HOW Seniors Can Make a Difference - 10 ways

Speech or Conversation - Mobilizing message

Event Script/Cafe Chat - Let's talk about climate

Public Talk Script - the power of seniors

Five Main Asks Seniors Should Make