



## TEXAS GEAR UP TOOLKIT

### TEXAS GEAR UP ELEVATOR PITCH SCRIPT

Texas GEAR UP is raising underserved students' aspirations—empowering them by providing the tools they need to succeed in college and career. With federally-granted funds, the project serves the same students from 7<sup>th</sup>-12<sup>th</sup> grade, using early intervention to build college awareness and readiness.

Services offered by Texas GEAR UP include:

- U Academic planning
- U Mentoring
- U Counseling
- U Tutoring
- U Financial aid information
- U College application support
- U Family engagement

*[NOTE: Feel free to customize this list to specifically highlight the key services and programs your TXGU project offers.]*

Texas GEAR UP helps create a complete college-going culture by involving families and community members in the efforts to provide support to students. Ultimately, Texas GEAR UP helps build stronger communities by building a stronger generation of students. Lives are being changed for the better—and futures are being made brighter for everyone.

And we would love your help! *[NOTE: Customize your final thought/call-to-action by including the one most significant way the person you're speaking to could offer their support. Whether it's volunteering, donating goods, lending their expertise, or anything else, be sure to end your pitch with a powerful, impactful way for them to get involved with your TXGU project. Keep it short, clear, and hard to turn down.]*

