



Pitching Steps to Pathways

Acknowledge your prospect:

“You know, I remember when we talked about _____.”

“Thank you for asking.”

Enthusiasm & Commitment:

“I care so much about this issue.”

“Like you, I also have a (friend/relative) who _____.”

‘Know’ Statement:

“People DO recover from mental illness. Pathway Homes helps men and women (with mental illness) (in Northern Virginia), by providing the single most basic factor in their recovery.”

‘Understand’ Statement:

“Stable housing. A safe, secure, and nurturing home environment significantly increases the effectiveness of mental health treatment, including therapy and medication. Think about it...how can you focus on counseling or sticking to your meds if all you can think about is where you’re going to sleep tonight?”

“Here’s the REALLY interesting part: it’s better for the community. Providing stable housing is more cost-effective and produces greater results than temporary shelters, hospitalization, or incarceration.”

‘Engage’ Statement:

“Would you like to know more? We have monthly information sessions that are open to the general public.”

“In fact, next month we have an exclusive, invitation-only session, and I’d like you to be my guest. It’s only one hour, and you won’t be asked for money. Will you come?”