



Pitch and Storytelling

If you only have a minute or two to talk about Northland Emergency Services Trust (NEST), what will you say?

Northland Emergency Services Trust, Northlands dedicated emergency rescue helicopter service.

Personalise and memorise your description of NEST

Learn a 2 - 3 sentence description of NEST that you can comfortably recite . . . over and over. This is often called an “elevator pitch.” It’s informal and conversational – as if you were telling someone about NEST in the time it takes to ride an elevator. Use language appropriate to your audience. Feel free to mix and match – these samples are not meant to be used verbatim; rather, craft your own version of what works for you:

Version 1:

The Northland Emergency Services Trust (NEST) is the region’s dedicated rescue helicopter service committed to saving the lives of Kiwis. NEST has been operating for 25 years and in that time it has carried more than 15,000 people and is the busiest rescue service in New Zealand.

Version 2:

NEST is a vital yet under-funded service so it does rely heavily on the generosity of sponsors, ongoing fundraising, and the support of the local Northland community to help it to do its core work of saving peoples’ lives. And the Trust is now busier than ever with more people visiting Northland, especially during the summer, and the increasing demands placed on rescue helicopters around the country.

Version 3:

One of the reasons NEST is unique from the other helicopter rescue trusts in NZ is because of its long range helicopters. The remoteness of the Northland region and its vast coast line means the distances it’s three Sikorsky S-76 helicopters cover are further than any of the other rescue crews. For this reason they are often called on to do rescues and flights outside the Northland region, travelling as far south as Wellington, as well as long range rescues out to sea.

Story telling

Sharing a brief story is the best way to bring NEST’s work alive. It helps people understand what we do and put it into the context of their own lives. If you don’t have a story of your own to tell, find your own favourite story from <http://www.nest.org.nz/media/patient-stories>