

CdLS Elevator Pitches

Delivering your message in less than 30 seconds

Awareness Day Pitches

- Today is important to me because it is National CdLS Awareness Day. CdLS stands for Cornelia de Lange Syndrome, a rare genetic disorder that affects intellectual and physical development. I'm advocating on behalf of my loved one—do you have time to hear their story?
- Today is National CdLS Awareness Day. CdLS stands for Cornelia de Lange Syndrome, a rare genetic disorder that affects intellectual and physical development. I'm advocating on behalf of those who cannot speak for themselves—do you have time to hear their story?
- Cornelia de Lange Syndrome or CdLS is a rare genetic disorder that affects my loved one, and the CdLS Foundation is a great nonprofit that provides services and support to professionals and families like me. They host Awareness Day on the second Saturday of May, and volunteers drive a nationwide effort to start the conversation about CdLS.

Elevator Pitches for Family Members

- Have I ever told you about my child? Have you ever heard about CdLS? CdLS is a rare genetic disorder present in 1 in 10,000 births. It causes a broad range of potential physical, cognitive and medical challenges. I work hard to spread awareness so that the public has a better understanding of the effects of CdLS, and I'd love to tell you more.
- Do you remember the scariest day of your life? I remember mine, it was when my loved one was diagnosed with Cornelia de Lange Syndrome. The CdLS Foundation was able to help us navigate the rare genetic disorder, and I try to advocate for them whenever I can. Do you have a spare minute to hear about the wonderful things they do for families?
- Did you know that there are more than 7,000 rare diseases in the world? My loved one is 1 in 10,000 who has Cornelia de Lange Syndrome, or CdLS. My family and I work hard to spread awareness so that the public has a better understanding of the effects of CdLS, and I'd love to tell you more.



Elevator Pitches for CdLS Foundation Staff Members

- With overwhelming pride, I would like to tell you a little about the Cornelia de Lange Syndrome (CdLS) Foundation. We provide support and direction to families and hopefully help them feel less isolated. I like to think we can help bring them hope. We are able to help connect families with CdLS experts and with other families like themselves.
- Have I ever told you about where I work? I work at the Cornelia de Lange Syndrome (CdLS) Foundation is the only national non-profit organization that has served individuals with CdLS and their families since 1981. We are immersed in all aspects of discovery, learning and growth around the management of the CdLS Syndrome.
- I am passionate about where I work because we provide so many ways to help families and individuals affected by Cornelia de Lange Syndrome (CdLS). From supporting family services, to creating awareness and connections, to funding research, while cultivating centers for treatment and education, there is the overarching umbrella of HOPE! The CdLS Foundation provides so much to families and individuals affected by this rare syndrome.
- Why do I do it? It's a question many of my peers have asked and sometimes I find it difficult to describe just why. It's a feeling I get when I see the helplessness of those small children affected by CdLS; the tear shared with a parent struggling to manage the day to day complexities of raising a child with significant disabilities; it is the deep heartfelt loss of the sudden and untimely passing of one of our beautiful children; it's a hug I get from a single mom when I help her get pertinent information she needs; and it is the overwhelming sense of pride I get from getting more out of the day helping others less fortunate than I would making more money for a shareholder.

CdLS Foundation Volunteer Pitches

- Have you ever felt really passionate about a certain cause? I have – I'm a volunteer of the Cornelia de Lange Syndrome Foundation or CdLS, which is a rare genetic disorder. I would love to share information about the syndrome—would you be interested?



- I am proud to be part of a network of dedicated volunteers across the country who raise awareness to support the Cornelia de Lange Syndrome (CdLS) Foundation's mission and people with CdLS. The Foundation relies on volunteers from all over the country to help raise awareness and support, reach out to other families, and help caregivers make informed decisions. Can I tell you more?

Fundraising Pitches for Team CdLS

- I am fundraising for an upcoming event I am participating in. I am part of Team CdLS. Have I ever told you why I am part of this special team? Many athletes say that their event has changed their lives. But I can say that I have changed the lives of others. The money raised helps advocate for individuals with Cornelia de Lange Syndrome (CdLS). This is one of the CdLS Foundation's largest fundraisers, and nearly 90% of the money raised directly supports services for people with CdLS and their families. Would you like to learn more?

Fundraising Pitches for Third Party Fundraising

- Have you ever heard of Cornelia de Lange Syndrome or CdLS? Someone close to my heart was born with this rare genetic syndrome and I am coordinating a fundraising event on behalf of the CdLS Foundation. I am part of a network of dedicated volunteers across the country who create events to support the CdLS Foundation's mission and people with CdLS. Can I tell you more about my fundraiser?

General Pitches for the Community

- Cornelia de Lange syndrome or CdLS is a rare genetic disorder that affects my child/sibling/friend/etc. [name], and the CdLS Foundation is a great nonprofit that provides services and support to professionals and families like me. They host Awareness Day on the second Saturday of May, and volunteers drive a nationwide effort to start the conversation about CdLS. Are you interested in learning more about [name] and CdLS?
- Did you know that there are more than 7,000 rare diseases in the world? My child/niece/friend/etc. [name] is 1 in 10,000 who has Cornelia de Lange Syndrome, or CdLS. We work hard to spread awareness so that the public has a better understanding of the effects of CdLS, and I'd love to tell you more.

