

APPENDIX F:

SAMPLE 30 SECOND PITCH FOR ON-CAMPUS SIGNATURE RECRUITING

“Universities Allied for Essential Medicines is here today to give you the opportunity to sign on the Philadelphia Consensus Statement. The Statement asks Universities to ensure that the drugs developed right here in our own campus laboratories reach the people who need the drugs most, those suffering from disease in the developing world. The Statement asks Universities to adopt a policy that: I) Universities should promote equal access to research II) Universities should promote research and development for neglected diseases III) Universities should measure research success according to impact on human welfare. *You* can join the endorsement of a host of luminaries, including a South African Supreme Court Justice, and three Nobel Laureates. Our signature drive will be part of a national campaign formally launched by 30 Chapters across the U.S. and Canada. The stakes are extremely high: universities can save millions of lives, if they choose to. *You* can help universities make the right choice. We encourage you to take action today.”