

World Environmentalism

Make a Sales Pitch!

Name:

Instructions: You will be working in teams to try to convince a group of wealthy benefactors to invest in the conservation work that your organization is responsible for. Their time is very valuable so you only have 2 minutes to make your pitch so you're going to have to plan well! They'll also have a period of 1 minute to ask you questions about your organization so make sure you do your research and know enough about your organization that you can help answer as many of their questions as possible and make as compelling an argument as possible!

Organizations

- Greenpeace
- Conservation International
- Earthwatch International
- International Union for the Conservation of Nature (IUCN)
- National Geographic Society (NGS)
- World Association of Zoos and Aquariums (WAZA)
- World Wildlife Fund for Nature (WWF)

Organizational Representatives

You are responsible for making your argument. Work in your groups to develop your pitch and decide how you will go about making your pitch to the wealthy benefactors.

You'll want to do additional research to answer questions, but the primary focus of your pitch should answer

- What is the primary focus of your organization?
- How does your organization use its money on a local, national, and global scale?
- What is the history of your organization and how does that work in your favor?
- Are there anything from your organization's history that may work against you?
- What is your organization's stance on environmental issues such as climate change, fossil fuels, etc...

Ground Rules: No bashing any of the other groups, no character attacks, keep everything school appropriate

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Wealthy Benefactors

You are wanting to make sure that your money is going to good use to a cause you feel strongly about. Work to develop a way that you will judge each of the pitches to fairly rate them in order to help you make your decision. Feel free to look at requirements of organizational representatives and do your own research about the organizations to ask in the Q&A section.

Your responsibilities

- Develop a fair rubric that you can use to rate the presentations and make your decision
- Develop a series of questions that you can ask each of the organizations in the Q&A. You'll want to develop quite a few, but keep in mind that during the designated period you might only have time to ask 1 or 2 questions.
- Do your own research about the organizations in case you want to ask any specific questions. Your name will be associated with whichever organization you pick, you want to make sure that you are not associated with an organization that might tarnish your good name!