



Pitch Tips & Guidelines

You only have a handful of minutes so make your pitch count! It helps to focus on a specific program that needs funding and to talk about the people that particular program will benefit and what it accomplishes in the community. The more specific you are, the more the members will be able to connect their donation with your organization. Don't speak in generalities or your audience will get lost.

Presentations should be simple and not overly formal – no PowerPoint's or handouts!

Speak briefly and potentially answer a few questions from the audience about the following:

- Start with an engaging opening line. (*"Every month, 75 women in our community are involved in a domestic violence dispute."*)
- State your name and the name and location of the organization.
- Describe the service area of the organization and whom they serve.
- State your organization's mission statement and speak to what you do overall and how your services benefit the community.
- Describe specifically how the funds will impact your service level:
 - discuss challenges your organization face
 - how many people the funds will impact;
 - whether the program is essential and what our community will miss if it does not get funded;
 - measurements to be used to ensure success of the program and good use of the donation.
- Tell a story of a person positively affected by the organization.
- End with a heartfelt ask and a thank you.

Have Fun!!