

## **Components of a 30-Second Commercial**

### **1. Opening Statement**

Your name, volunteer role at GTCF

Click or tap here to enter text.

### **2. “Pain Statement”**

What does GTCF solve for or help with

Click or tap here to enter text.

Volunteers engage because why?

Click or tap here to enter text.

### **3. Benefit Statement**

One sentence of what makes your committee notable, interesting, solves for “pain”

Click or tap here to enter text.

**Definition:** A 30-second commercial is designed to grab someone’s attention quickly and convey your message without sounding pushy.

## Examples

### 30-Second Commercial Example 1



#### Opening Statement

Hi, my name is Dianne and I'm a volunteer committee member with (insert town) Greater Together Community Fund which is part of the Hartford Foundation.



#### Pain Statement

As a committee, we assess community needs and make grant recommendations to the Foundation on which issues impacting our town should receive funding.



#### Benefit

Our committee has made recommendations on addressing affordable after-school care and helping to create a new reading space in the library.



#### Hook Question

Committee members typically volunteer about 2-3 hours a week and some of our most dedicated volunteers have no experience and frequently share how much they are learning. I don't suppose you'd be interested in learning about how you can shape the future our town?



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### 30-Second Commercial Example 2



#### Opening Statement

Hi, my name is Dianne and I'm here representing Greater Together Community Funds which is part of the Hartford Foundation for Public Giving.



#### Pain Statement

I volunteer on our town committee. Our role is to support the Foundation by giving a local voice to our community's needs, prioritizing those needs, and then making recommendations to the Foundation on which local issues should receive funding.



#### Benefit

As town residents, we have an inside perspective. We've been able to provide local non-profits with over \$20,000 in funding, which stays right here in our (insert town name).



#### Hook Question

I like having a voice in how to make our town better for the people who live here. Most of our meetings are virtual and the other committee members are from (town) too. I've met so many new people. Would you like to set up a time to meet so you can learn more about what we do and how to get involved?



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### The 30-Second Commercial

1. INTRODUCTION		Click or tap here to enter text.
2. CAPSULE SUMMARY OF YOUR MESSAGE	PAIN STATEMENT	Click or tap here to enter text.
	BENEFIT STATEMENT	Click or tap here to enter text.

<p>3. HOOK QUESTION</p>	<p>Click or tap here to enter text.</p>
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