



Pitch Perfect: Crafting Your Quick Pitch



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What we will cover today

Context

Show and Tell

Think – Pair – Share

Wrap Up



A not-so-great example

We've all been here...



What is a quick pitch?

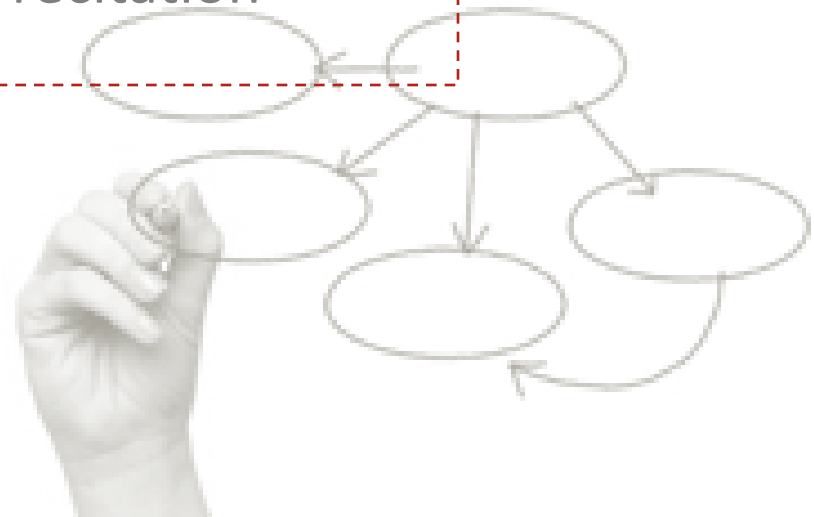


What makes a good pitch?

It's clear and compelling

A conversation, not a speech

An invitation, not a recitation

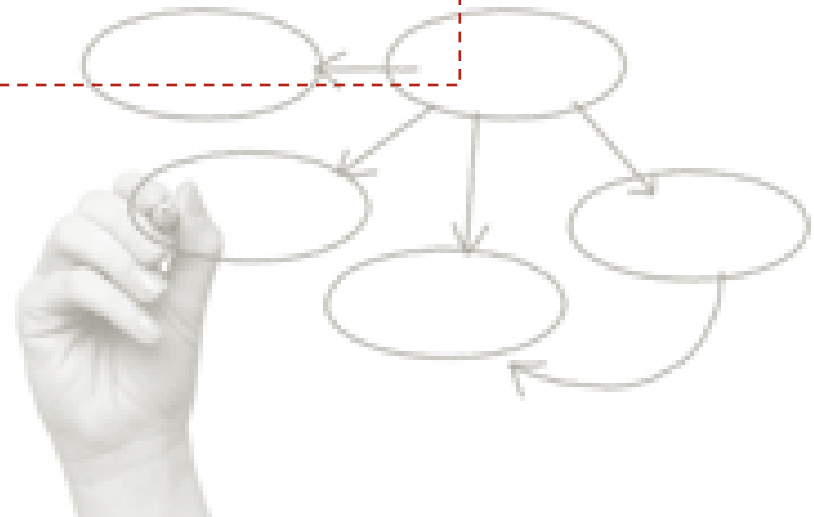


Elements of a pitch

Why?

What?

Results?

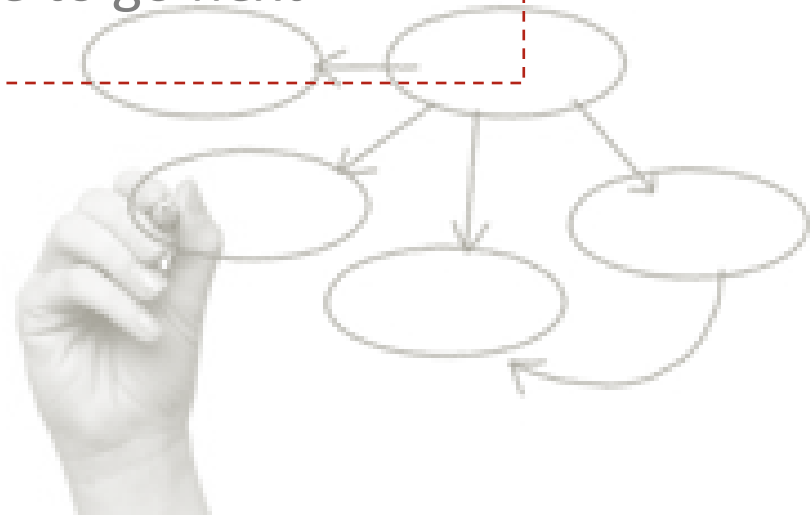


What does a pitch sound like?

Opener: A simple introduction you can nail

Conversation: Answers to the big questions you're most likely to face

Opportunity: A place to go next



So
What?
/ /



Why does this matter to you?

Fundraising *is* conversations

The best fundraisers make things simple
and engaging

It sets up other communications

It's the great equalizer



Helping Happy Bunny

Happy Bunny Nonprofit has been promoting the welfare of domesticated and farm animals in Rainbow City since 1952, when it was founded by Miss Bunnie Wetherington, animal rights activist. Our mission is to ensure that no animal is subject to cruelty, whether it's abuse in someone's house or in a factory farm, overcrowding in shelters, lack of access to adequate veterinary care, or worse—euthanasia. Since we began as a small operation out of the living room of one woman's house, we have grown into one of the largest animal rescue organizations in the Greater Rainbow Region. Last year, we were named “Outstanding organization making a difference in the lives of animals and people” by the Rainbow Herald, and received the Mayor's Prize for reducing the number of homeless animals on the street by 35 percent since 2013.



Helping Happy Bunny

Let's try this
conversation again...





AND



What works well?



What works well?

Good Opener and Conversation Starter...

We all know that affordable housing and homelessness are at a crisis levels in this metro area.

HousingCare gives people experiencing homelessness a chance to find shelter, *and* long-term stability.

We do this through affordable housing programs that are fully integrated with health, job training, and transitional services.



The opener

Weak Opener and Conversation Starter...

We seek to increase access to financial empowerment for refugee women and girls in the metro area through essential job training and literacy programs that provide a platform for economic and social stability.



The opener, refined

We change the lives of refugee women and girls in our region by helping them become financially independent.



The conversation

We change the lives of refugee women and girls in our region by helping them become financially independent.

We do this through two programs—literacy and job training—that are proven to have a direct impact on the likelihood of refugees gaining employment, the first step toward self-sufficiency in America.



The conversation

We change the lives of refugee women and girls in our region by helping them become financially independent.

The US government supports refugees for their first 90 days in America to help with basic needs—after that, they are largely on their own.



The opportunity

We change the lives of refugee women and girls in our region by helping them become financially independent.

We do this through two programs—literacy and job training—that are proven to have a direct impact on the likelihood of refugees gaining employment, the first step toward self-sufficiency in America.

Want to join me at our next event?



The opportunity

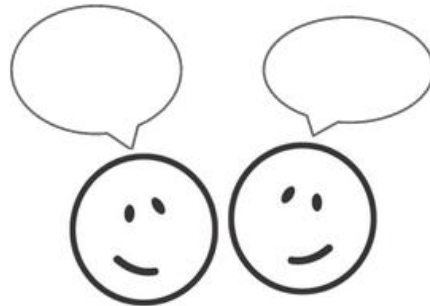
We change the lives of refugee women and girls in our region by helping them become financially independent.

We do this through two programs—literacy and job training—that are proven to have a direct impact on the likelihood of refugees gaining employment, the first step toward self-sufficiency in America.

Would you be interested in mentoring a new refugee family? I'd be happy to discuss this over coffee with you sometime next week.



Think – Pair – Share



Back TO
Work



Taking your pitch back...

Write it down

Engage others in this exercise

Practice, practice, practice!



We're here for you!

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