Pitch: Elements of Telling Your Story

A pitch is the story of what you do

Great storytelling is built around a compelling vision that inspires donors.

Great storytelling presents a case for support in a way that motivates donors to support your cause.

Pitch: Elements of Telling Your Story

- For someone who doesn't know anything about your organization

- Comes before 'fundraising'

- 2 minutes

- It's not all the great things you do, it is just to get them to want to talk to you more

- TIP: can be used to create website/social media 'about us' or organization 'one-pager' written content

Pitch: Elements of Telling Your Story

- ## Problem

The status quo, its harm locally and globally, reasons this problem persists

- ## Solution

What you are doing that addresses the root cause of the problem

- ## Example

Make it practical and real by showing the impact of your solution though a transformation or intervention that changed a girls life

- ## Insight

What makes your solution unique

Clear

They must understand what you do or they won't remember what you do

Simple

Make it easy enough that they could tell someone else right away

AMPLIFY

Concise

Shows that you've thought deeply about what you do because being concise takes work

AMPLIFY

AVOID

Jargon, complexity, mystery, ambiguity

TIPS

1. Practice enough so that you can be confident
2. Tell a story that is compelling
3. Be sure of what you are saying, don't hesitate on numbers and facts (immediately looses credibility)

Pitch: Build Your Story & Practice with a Partner

Pitch: Build it and Practice

1. ## What is the problem?

   The status quo, its harm locally and globally, reasons this problem persists

2. ## What is your solution?

   What you are doing that addresses the root cause of the problem

3. ## What is your best example?

   Make it practical and real by showing the impact of your solution though a transformation or intervention that changed a girls life

4. ## What is your organizations insight?

   Tell them why your organization is unique (location, approach, passion)

With a partner:

1. Give them your pitch
2. Without any notes, have the partner tell it back to you
3. Discuss what worked and what didn't work
4. Switch roles