

Perfect Your PITCH



in partnership with



A Committee of
VANCOUVER
FOUNDATION

If you have to raise funds for your social change project, sooner or later, you'll have to make a formal **presentation** to a funder.





Usually, that will involve you **talking** and **showing** some slides to a panel of adults.



But fear not! We're here to help!



We'll walk you through
the **essential slides**
you need to have...





We'll walk you through
the **essential slides**
you need to have...

provide you with a
template to work
with...



We'll walk you through
the **essential slides**
you need to have...

provide you with a
template to work
with...

and offer tips on how
to **perfect your pitch!**

Before we begin, download the template (in either PowerPoint or Keynote formats) and follow along...



Microsoft PowerPoint



Apple Keynote

First, you'll need a cover page. Use the best photograph you have.

It should be captivating, or at least interesting.



Add your project name and motto or slogan.

For example...

Everyone a Changemaker

*World Change Starts with
Educated Children*



There should be eight main sections to your presentation.

You can use this slide unchanged.



Table of Contents

- | | |
|---------------------|----------------|
| 1. Team | 5. Market/Need |
| 2. Mission & Vision | 6. Financing |
| 3. Problem | 7. Timeline |
| 4. Solution | 8. Outcomes |

[your logo]

[your logo]

4. Solution


8. Outcomes

Many funders will tell you what they care about most are the people they're funding. So talk about your team first.

Who are you and why do you make a good team?




The Team [your logo]



[Replace with photo]

Team Member Name
Brief description of team member and his or her skills and strengths.

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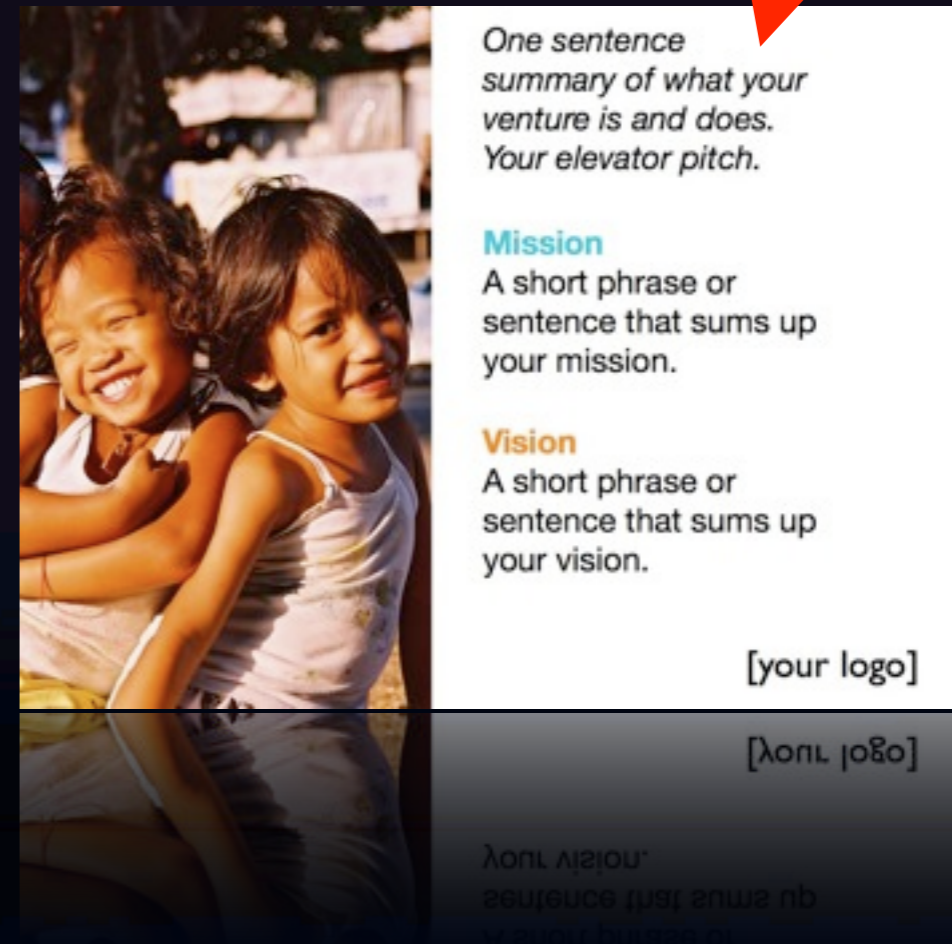


Team Member Name
Brief description of team member and his or her skills and strengths.

Provide a one sentence summary of your project. It should be short and simple enough that someone can easily repeat to someone else.

Project X is the first and only youth-run tutoring program in Town A.

Tip: If you can use “first” or “only,” do so.



Include your **mission statement**. It should address what you plan to do and why.

To offer an after-school tutoring program for teenagers in Town A so they can improve their grades and complete their secondary school education.



One sentence summary of what your venture is and does. Your elevator pitch.

Mission

A short phrase or sentence that sums up your mission.

Vision

A short phrase or sentence that sums up your vision.

[your logo]

[your logo]

[your logo]
sentence that sums up
your vision.



Include your vision. What will the world be like if you are successful?

Everyone in Town A completes a secondary school education.



One sentence summary of what your venture is and does. Your elevator pitch.

Mission

A short phrase or sentence that sums up your mission.

Vision

A short phrase or sentence that sums up your vision.



Tell us about the problem you're addressing. What are three or four **facts** or **statistics** that can help us understand the scope of the problem.

Include what you think is the "**root cause**" if you can.

Use Chapter 1 to figure out your problem's root cause.



Problem

- One fact or statistic that speaks to the problem you are addressing
- Another fact or statistic that speaks to the problem you are addressing
- One more fact or statistic
- Root Cause: What you think is the root cause of the problem you are addressing

[your logo]

[your logo]

of the problem you are addressing

- Root Cause: What you think is the

OPTIONAL: At this point, you may choose to add images (not more text) to help us understand the problem better.


[Optional: insert photo(s) here to illustrate the problem you are addressing]



Now, write one sentence that describes your solution and answer the essential questions:

who, what, how, when, where, why.

Tip: You can also present this in bullet form.



Solution

In one concise sentence, describe your solution. Try to speak to the following: who, what when, where, how, why. Add a second sentence that talks about what makes this solution innovative or special. For example...

Each week day, youth volunteers collect day-old bread from bakeries on their way home from school and deliver them to local homeless shelters so that food does not go to waste, homeless people are fed and young people are actively engaged with the poor in their community.

It allows teens to help homeless shelters without having to raise or spend money.

[your logo]

[your logo]

to raise or spend money:
It allows teens to help homeless shelters without having
actively engaged with the poor in their community.

Now, add a second sentence that talks about how your approach is **innovative** or **unique**.

Solution


In one concise sentence, describe your solution. Try to speak to the following: who, what when, where, how, why. Add a second sentence that talks about what makes this solution innovative or special. For example...

Each week day, youth volunteers collect day-old bread from bakeries on their way home from school and deliver them to local homeless shelters so that food does not go to waste, homeless people are fed and young people are actively engaged with the poor in their community.

It allows teens to help homeless shelters without having to raise or spend money.

[your logo]

[your logo]



Again, you may wish to include images (but not much more text) to **show** us your solution and the who, what, when, where, how, why.

[You may want to insert additional slides here to explain your project more. Help people better understand

- one of the who, what, when, where, why, how
- a key product you sell or use
- a technology you use
- an important process that your project follows to create change

Note: use images where appropriate



Give numbers that show how many people can potentially use your service or product.

For example, in your town, you find there are...

2000: homeless people

15%: percent of youth say they need tutoring

300: businesses that need their used vegetable oil recycled

Market/Need

2000	15%	300
Explanation of what this number represents	Explanation of what this number represents	Explanation of what this number represents

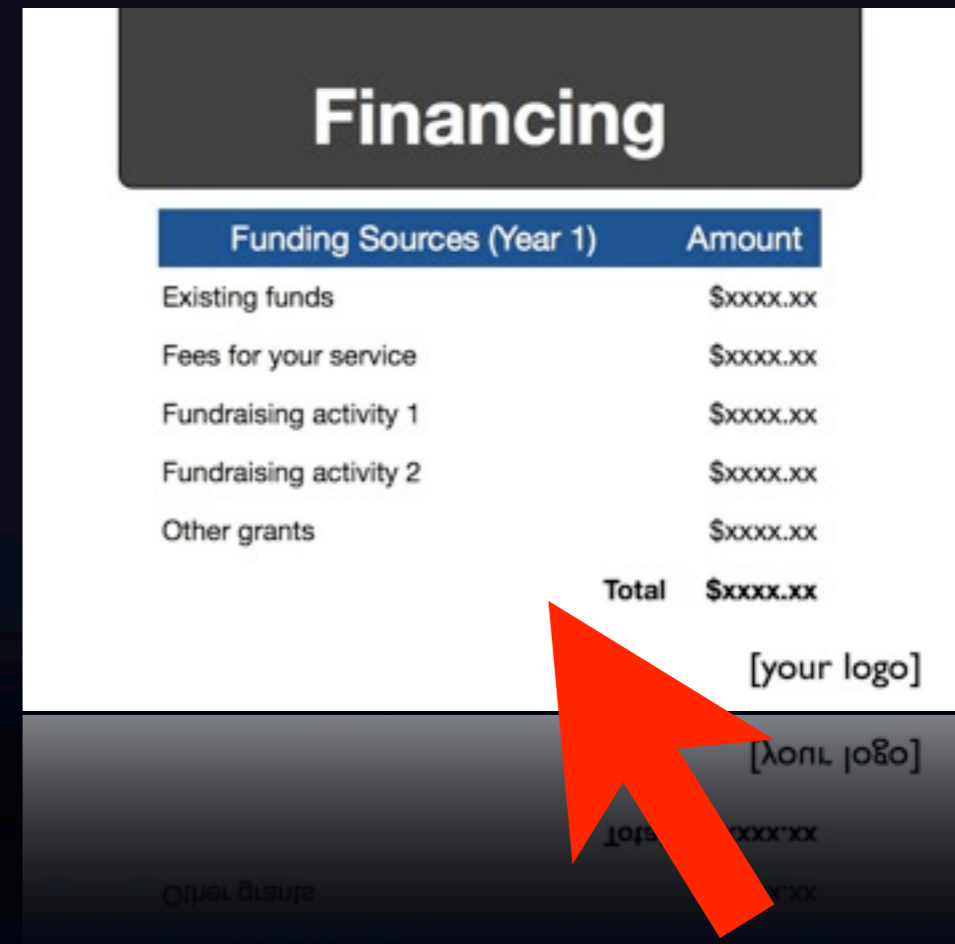
Use numbers to show:
How many people or organizations can you help?
How many people or organizations need your product or service?

[your logo]

[your logo]

Tell us about your potential **revenue**. How much money does your project hope to have in the coming year?

Tip: Be realistic. If you're just starting out, keep your revenue total small. One line should include the amount you're trying to raise from the funder you're pitching to.



The image shows a screenshot of a 'Financing' table. The table has two columns: 'Funding Sources (Year 1)' and 'Amount'. The rows include 'Existing funds', 'Fees for your service', 'Fundraising activity 1', 'Fundraising activity 2', and 'Other grants', each with a corresponding amount of '\$xxxx.xx'. A 'Total' row is at the bottom with the amount '\$xxxx.xx'. Below the table, there is a placeholder for a logo, '[your logo]'. A large red arrow points to the 'Total' row.

Funding Sources (Year 1)	Amount
Existing funds	\$xxxx.xx
Fees for your service	\$xxxx.xx
Fundraising activity 1	\$xxxx.xx
Fundraising activity 2	\$xxxx.xx
Other grants	\$xxxx.xx
Total	\$xxxx.xx

[your logo]


Tell us why you need the money? What do you plan to spend it on?

Tip: Try not to spend money on things that can easily be donated.

Financing 2	
Expenses (Year 1)	Amount
Major expense 1	\$xxxx.xx
Major expense 2	\$xxxx.xx
Major expense 3	\$xxxx.xx
Major expense 4	\$xxxx.xx
Major expense 5	\$xxxx.xx
Total	\$xxxx.xx
Revenue Total	\$xxxx.xx [your logo]

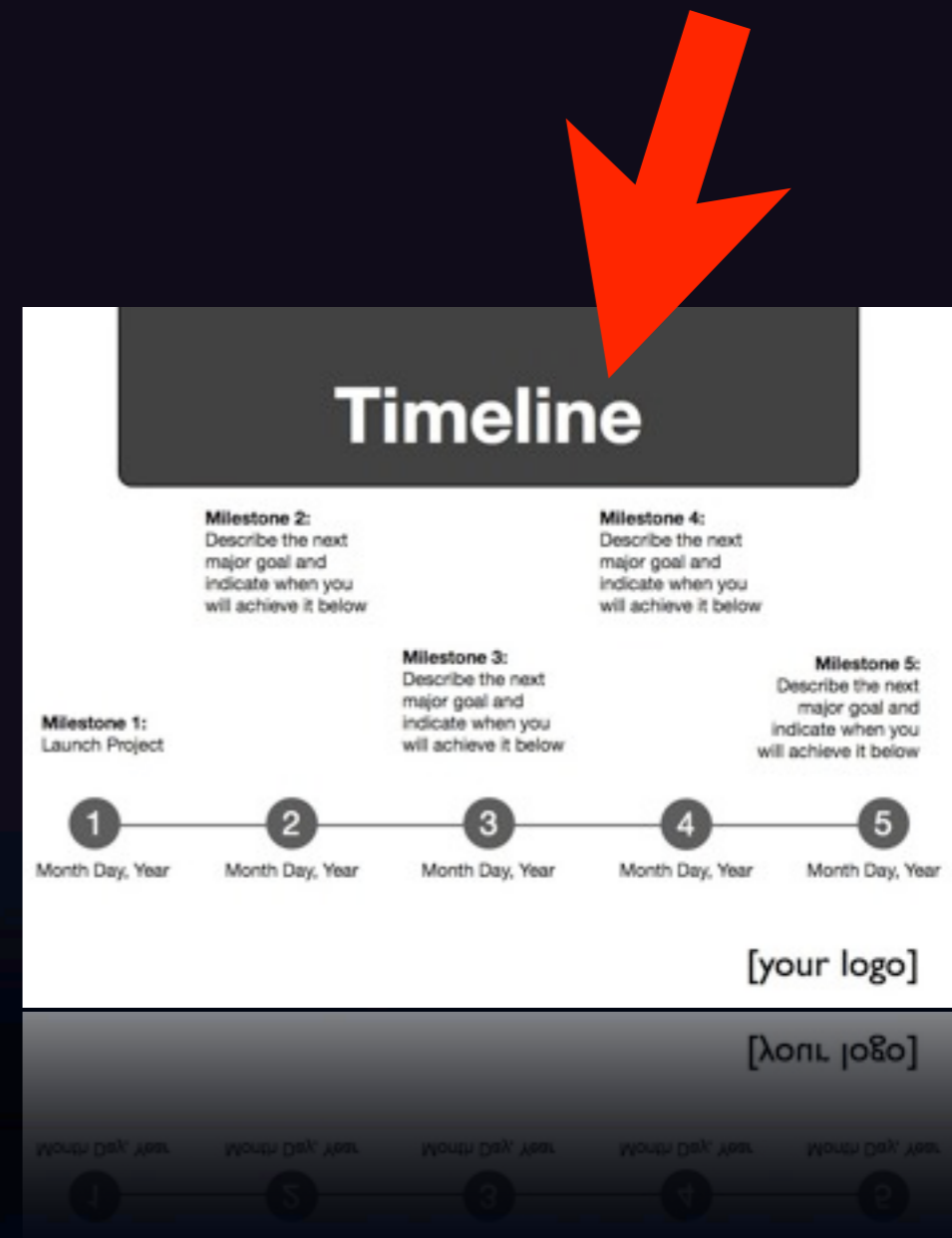
Include your **revenue** total
(from previous page)
under your total **expenses**.
Revenue should be **about
the same** as expenses.

Financing 2	
Expenses (Year 1)	Amount
Major expense 1	\$xxxx.xx
Major expense 2	\$xxxx.xx
Major expense 3	\$xxxx.xx
Major expense 4	\$xxxx.xx
Major expense 5	\$xxxx.xx
Total	\$xxxx.xx
Revenue Total	\$xxxx.xx
	[your logo]



Tell us what you plan to achieve in the next year or two.

What will your project be like or what will it have done by certain dates.

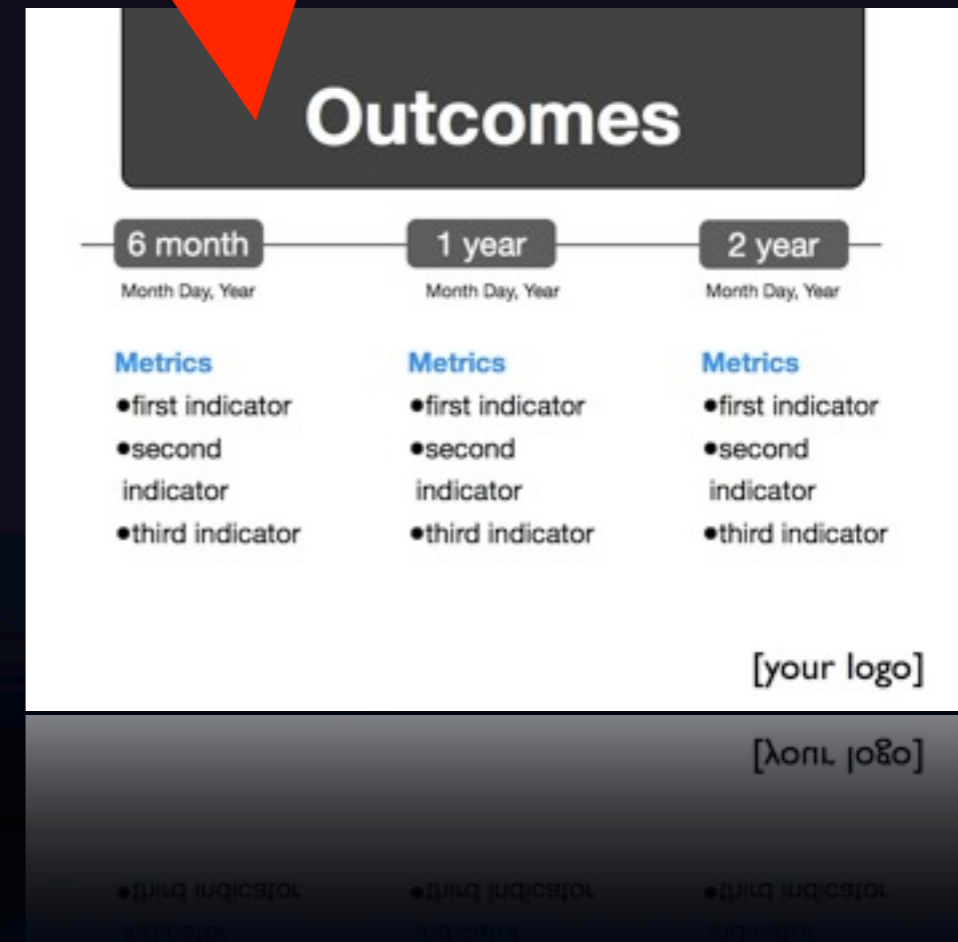


Explain what difference you hope to make and what data (indicators) you will use to measure that difference year after year.

For example...
20 businesses eliminating plastic bags
50 youth report better grades in school
2000 meals served to homeless



Consult **Make It Count** and **The Tao of MacGyver** to come up with meaningful and achievable outcomes.



Lastly, include your contact information.







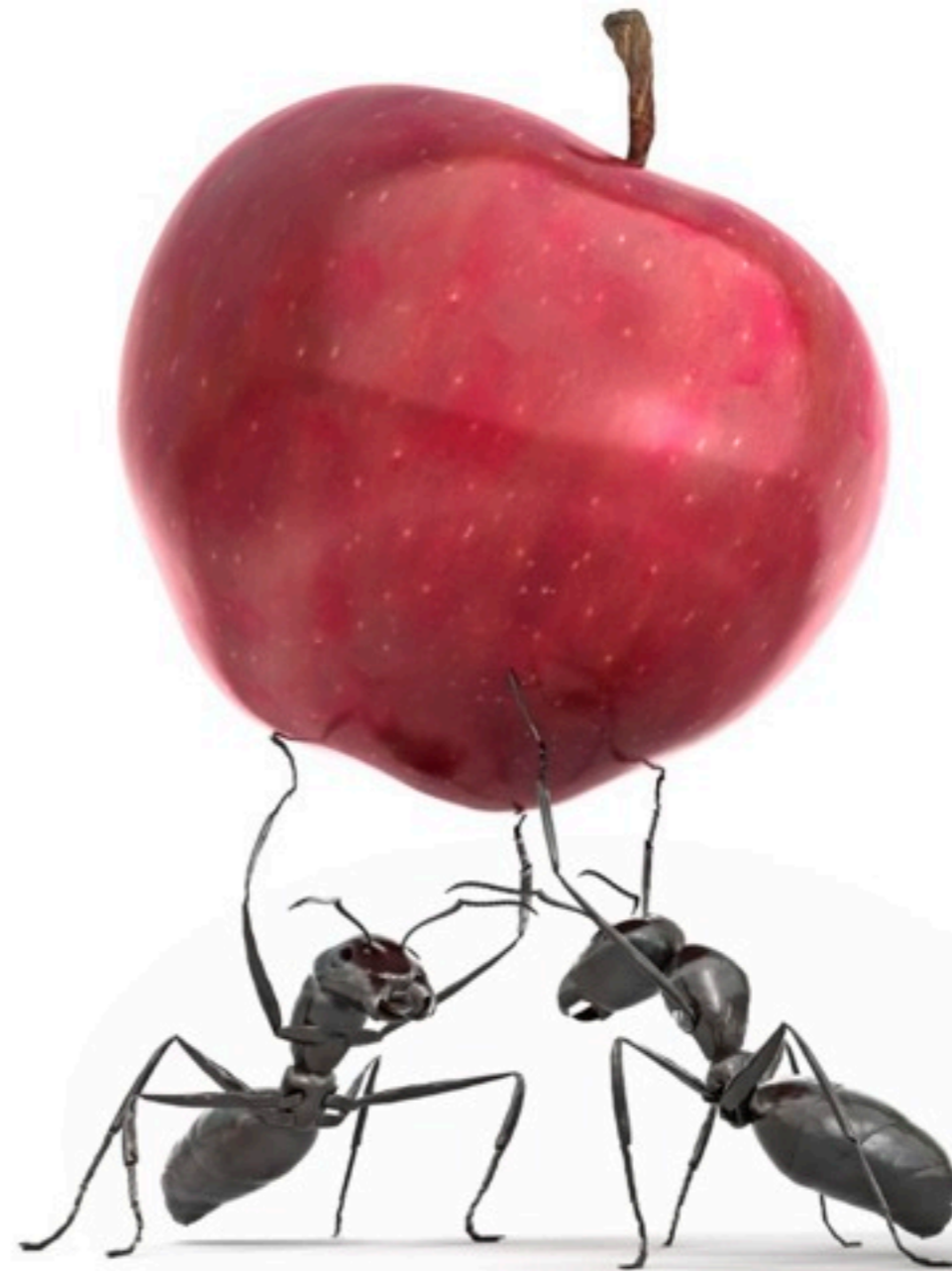
I. Keep It Short!

Get through the slides in under 10 minutes. It's hard for anyone these days to listen for longer than that.

So keep your speech short and leave more time for Q&A.

2. Show Teamwork

There is strength in numbers. Show up with two other team members if you can. That alone will tell funders your project has the support of others.



3. Show Passion

It's your passion that sells, not your idea. Chances are the people you're pitching to *think* they know more than you do and have better ideas. So make a good case but don't count on the idea to sell itself. Impress them with your **commitment** and **authenticity**.



4. Show the Real You

Don't try too hard to fit your project into other people's agenda. The only thing worse than not getting money is getting money from the wrong sources. So be honest about what you want to do and stick to it. If there isn't a good fit, it's better to know now.

5. Show Openness

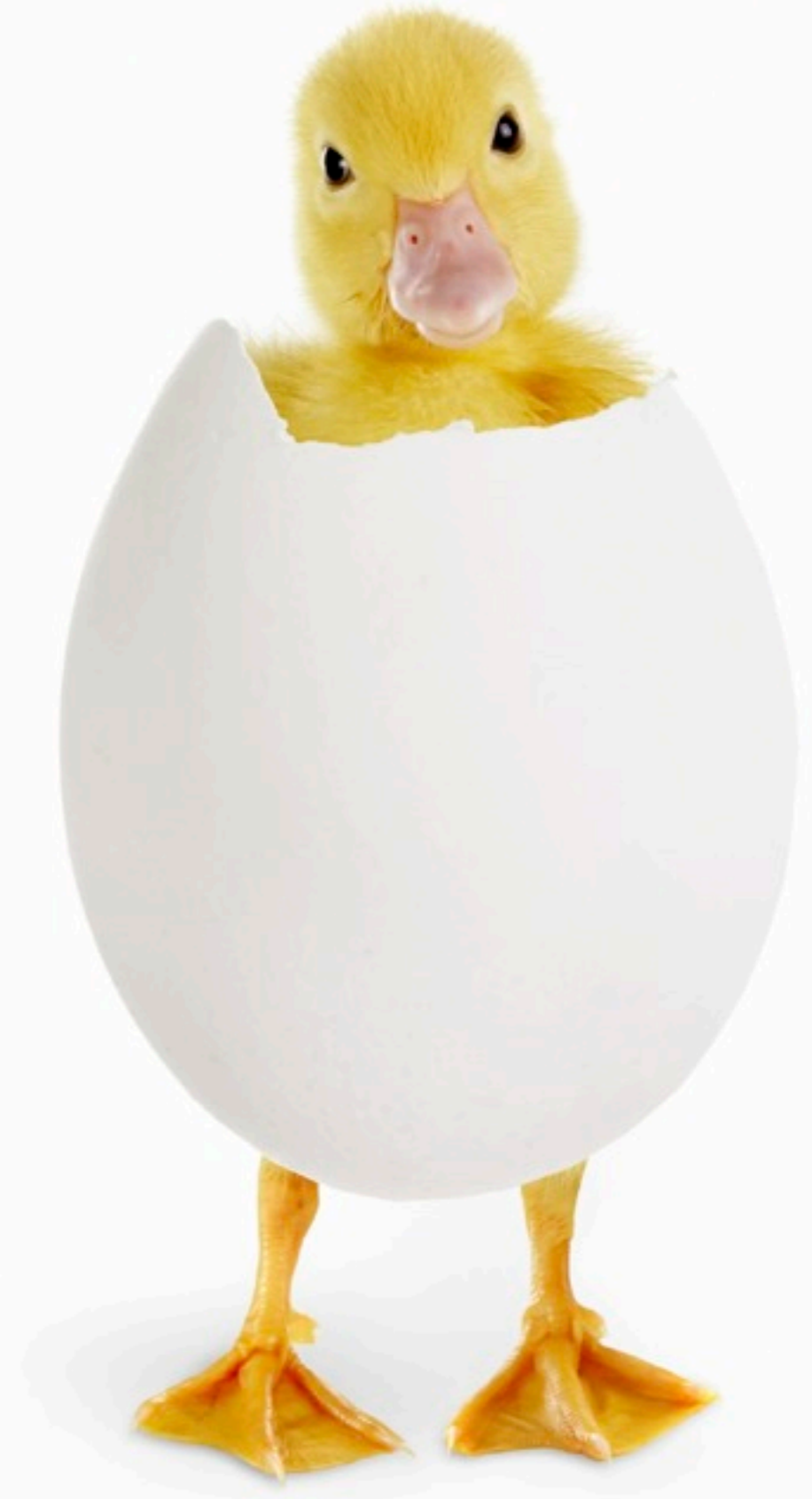


At the same time, show that you're willing to learn and improve.

Don't get stuck on your "brilliant idea."

6. Commit to Short-term Outcomes

You might want to bring about everlasting peace but what are you going to achieve in the next six months? Funders want results and they don't want to wait three years to see change. Commit to creating some change now with resources you have.



7. Address Your Challenges

During the Q&A, talk about the challenges you think you'll face and how you might overcome them. If you don't bring it up yourself, you will be asked. So be forewarned. This is a test to see how prepared – or naïve – you are.

8. End with Inspiration



At the end of your Q&A, repeat or remind funders what's inspirational about your project – or what could be. When your group has accomplished your goal, what is the inspirational story you can tell? Tell that story, even if it's only imaginary at this point.



BE AWESOME

perfect your pitch

Check out other chapters...



and the six habits of highly effective social entrepreneurs.





about the author

Charles Tsai is the founder and Executive Director of Social Creatives. Previously, he worked for Ashoka's Youth Venture as Director of Virtual Program and at CNN as a reporter and producer. www.charlestsai.com

creative activist toolkit

The *Creative Activist Toolkit* is a series of PDF booklets designed to help today's youth impact the world through creativity and social entrepreneurship. Produced by Social Creatives and the Creative Visions Foundation, the toolkit chapters are offered free to download. Email us if you would like to contribute a chapter.

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thanks

*The Creative Visions Foundation
The Vancouver Foundation
The Steve Nash Foundation*

*Jon and Amy Eldon Turteltaub, Joanne Marien
Elaine Munro, Debbie Riopel, Jaspal Lisa Rai
Bruce Johnson, Brooke Kuhn, Serge Martin*

credits

Amy Eldon Turteltaub Executive Producer
Charles Tsai Managing Director

Images form Ashoka's Youth Venture

Charles Tsai

Social Entrepreneurship Educator

Charles Tsai is a journalist, writer, speaker and consultant for social entrepreneurs. A former reporter and producer for CNN, Charles ventured into the social sector to help youth design and implement their own solutions for change. He then helped Ashoka launch its first global campaigns to support youth-led social ventures.

Now, he has launched SOCIAL Creatives, a new framework to learn, teach and practice social entrepreneurship.





socialcreatives
mastering the art of change

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