

From Pitch to Impact

Week 2

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Outline of the course

Workshop 1: Understanding Your Audience and Crafting Your Core Message

Workshop 2: Creating Emotional Connections Through Stories

Workshop 3: How to Build a Funder-Ready Pitch and Roadmap for Success

Week 4: Implementing Your Pitch and Engaging Stakeholders

Purpose of the course

Clarity: Create a pitch that funders instantly understand and connect with

Confidence: Deliver your pitch with authority, whether to major donors, trusts, or foundations

Results: Build long-term relationships with funders that lead to lasting financial support

Outcomes of the course

A Compelling Funder-Ready Pitch: Learn how to communicate your organisation’s mission with clarity, evidence, and emotional resonance

Confidence to Make the Ask: Walk into every funding conversation prepared and self-assured

An Actionable Fundraising Roadmap: Develop a clear, step by step plan to secure funding in 2025 and beyond

Week 2

- The role of storytelling in fundraising success
- How to craft an emotional narrative that encapsulates your mission and impact
- Examples of compelling funder-focused stories and what makes them effective

Week 2 – Worksheets for Session 1
Refining your organisational summary

- You will start preparing your concise organisational summaries using our worksheets to communicate:
    - Who you serve and how you support them
    - Your data and impact

Breakout 1: In groups, discuss:

Homework tasks – who is your organisation?

Breakout 2: In groups, discuss:

Homework tasks – what is the need for your organisation?

Tips for creating a heart felt story

Start with a Real Person, Not a Program

Focus on one individual (with consent or anonymised).

Let your audience connect with a name, a face, a voice.

“When Maria arrived at our centre, she hadn’t eaten in two days. She was tired, terrified—and holding her newborn son.”

Tips for creating a heart felt story

Show the ‘Before’ and ‘After’

Highlight transformation clearly.

What changed because of your work?

From crisis to hope = impact.

Tips for creating a heart felt story

Use Specific, Sensory Details

Make it vivid—describe what was seen, heard, or felt.

“Her hands trembled as she opened the envelope and saw her first rental approval in five years.”

Tips for creating a heart felt story

Speak from the Heart, Not a Script

Be warm, real, and human—not robotic.

Avoid jargon or overly polished phrases.

Talk like you’re speaking to a trusted friend.

Tips for creating a heart felt story

Connect the Story to the Bigger Picture

Link the story back to your mission and impact.

Help the audience see how their support creates more stories like this.

“Maria’s story is one of many…”

Tips for creating a heart felt story

Practice, But Don’t Memorise

Know it well, but don’t sound rehearsed.

Practice with a colleague or record yourself.

Aim for confidence with genuine emotion.

Payments for a worried mum.

Vahida, a nurse from Pakistan, arrived in Australia following an arranged marriage with an Australian citizen.

Violence against her and her child.

Ineligible for public housing as she was not receiving a social security benefit. Vahida was rejected by Centrelink because of waiting periods that apply to people newly arrived in Australia.

Welfare Rights Centre was able to help Vahida demonstrate that her circumstances were outside of her control, which meant she could be entitled to a Special Benefit.

Granted a Special Benefit and arrears from the date of her original claim.

Vahida secured public housing for herself and her child and with the arrears of payment she was able to buy a new pram and other essentials for her child.

Vahida and her child are now safe and she can afford to pay for food and bills. Can now plan for nurse registration.

Breakout 3: In groups, discuss:

What's one story of success that you can speak to that the funder will remember?

NB: they have to be able to repeat that story (back to trustees / decision-makers) so keep it simple

the foundation of a good pitch

Practice makes perfect

"The public praises people for what they practice in private"

The best public speakers practice 90 hours for every hour they are going to be on stage (!)

Tennis ball analogy – throw someone 5 tennis balls at once and they catch none, throw them one and they catch it. Hone your pitch and stories.

Keep. It. Simple. Then practice it.

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homework

homework

Worksheet 2

Start collating your case study / key story demonstrating impact on an individual

Start collating organisational data and case studies to showcase impact

NB: Your case for support should now include a summary of your organization, the need that you meet, and now you can add in a story that demonstrates your impact

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Questions and check out

One key take out?

How do we feel about the homework?

Clear on next steps?