

From Pitch to Impact

Week 3

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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 3

Combining your organisation summary and emotional story into a seamless pitch.

Structuring your pitch: hook, problem, solution, impact, and call to action.

Real-world delivery tips: tone, body language, confidence, and handling tough questions.

Week 3

Engaging your board and executive team in the pitch process.

Action planning for pitching to multiple funders: how to prioritise and personalise.

Using feedback to continuously improve your pitch and approach.

Week 3 – Worksheets for Session 2
Crafting and refining your emotional story

- *What is one story that illustrates the need and the impact additional funding can achieve?*

Breakout 1: In groups, discuss:

Homework tasks – share your story

Workshop 3: Delivering Your Pitch

How to Handle Common Funder Questions

Examples:

“Is your impact scalable?”

“What happens if you don’t get the full funding?”

“How are you measuring success?”

Breakout 1: In groups, discuss:

Role-play activity prompt:

“Pick a tough question. Practice answering it in your group.”

Engaging Your Team

When you're all singing from the same song sheet

Pro tip: Funders love to see alignment across leadership.

Why their voice matters in funder conversations.

How to brief them with simple speaking points.

Assign roles: CEO as lead, Chair for endorsement, team for depth.

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Building a Culture of Pitch Confidence

Double down on your success.

Example: Canva founder on the plane

Internal pitch practice sessions.

Involve staff in storytelling.

Reward pitch success and learning moments.

Pitch Structure Framework

1. **Hook** – Attention-grabbing opener
2. **Problem** – What urgent need are you solving?
3. **Solution** – Your unique response
4. **Impact** – What difference are you making?
5. **Call to Action** – What are you asking the funder to do?

Example: Monkey Baa Theatre Unlimited Pitch Document

Roadmap for Multi-Funder Success

Prioritising Funders

Warm vs. cold prospects – how can you prioritise funders? Based on relationships

Readiness of project/campaign – what is ready for funding now?

Alignment of values and timing – be clear on your timing and that of the funders

Roadmap for Multi-Funder Success

Personalising Each Pitch

Tailor your story to the funder’s interests.

Research their language, strategy, and tone.

Don’t send a generic case for support—speak *to them*.

Roadmap for Multi-Funder Success

Feedback as a Strategic Tool

What worked, what didn’t?

Ask funders for informal feedback.

Use peer and advisor input to refine messaging and delivery.

Roadmap for Multi-Funder Success

Preparing for Your Pitch Practice

Draft full pitch using the 5-part framework.

Highlight where your story and strategy intersect.

Note where you feel least confident – that’s your focus area.

Roadmap for Multi-Funder Success

Peer Feedback Guidance

Swap pitches with a partner or small group.

Use a simple rubric: Clarity, Confidence, Structure, Emotion, CTA.

Reflect and revise.

“You don’t rise to the occasion. You fall to the level of your preparation.”

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 3

- Five-part pitch structure
- Crafting a seamless narrative – 3-5 mins
- Personal reflection – delivery and confidence
- Peer Feedback Form
- Next steps

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Questions and check out

One key take out?

How do we feel about the homework?

Clear on next steps?