

## The Art of the Pitch

### Write Your Pitch

An elevator pitch takes a lot of preparation and will go through several iterations and evaluations before it feels solid.

The pitch should include two sections:

1. A brief description of your organisation
2. A call-to-action

### Introduction

Develop a succinct description of your organisation. This will serve as your pitch's introduction. One way to approach the introduction is to utilise your organisation's mission statement.

Your introduction should be short, simple and clear.

If someone has to ask a question to understand what you do, or why it relates to the sponsor, you are probably wasting precious time. Questions should lead your audience to brand new information, not ask you to repeat yourself.

### Present yourself as an opportunity

When a screenwriter pitches an idea to a film producer, they aren't simply asking for money. If the idea is a good one and the film is successful, the producer stands to make a big profit. A good pitch shouldn't cry poverty but should say "I think we can help each other." Of course, as a non-profit arts organisation, you can't offer a potential partner a big pay check but you can sell other benefits. While the producer needs to be convinced the film will make money, a donor needs to believe in your impact.

Elevator pitches are an invitation to be a part of your organisation, not just a solicitation. Explaining what you do, why it's important and how someone's involvement is an opportunity to be part of a larger vision, will create more excitement around your mission. Use elevator pitches as moments to highlight your passion and infuse others with the same electric energy for your cause.

### Practice makes perfect!

Practice your pitch on your colleagues and Board and ask for feedback.

Events are also a great place to listen to others sell their organisations and practice yourself.

**Write Your Pitch**

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