

# The Perfect Pitch





Why is a good  
pitch important?

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A good pitch is important because it grabs attention, creates interest, and persuades your audience to take action—whether that's donating to a cause, investing in a project, or supporting an initiative.



# How long should your pitch be?

The length of a pitch depends on the situation and audience, but here are some general guidelines:

## Elevator Pitch

**30–60 seconds**

A quick, compelling summary designed to grab attention and spark interest. Perfect for networking, casual conversations, or when you only have a short window.

## Short Pitch

**2–3 minutes**

A more detailed but still concise pitch that expands on your mission, impact, and why your audience should care. Great for small meetings, fundraisers, or quick presentations.

## Full Pitch

**5–10 minutes**

A comprehensive pitch with a clear problem, solution, impact, and call to action. Ideal for formal meetings, grant proposals, or investor-style presentations.

# Know Your Audience

Knowing your audience is crucial because it allows you to craft a pitch that speaks directly to their values, interests, and needs.

- Research who you're pitching to (investors, community leaders, potential partners, etc.).
- Understand their interests, priorities, and concerns.
- Tailor your message to resonate with them.



# What is your purpose?

Developing a pitch is essential for various reasons, depending on your goals and audience.



- Fundraising & Grants – To secure donations, sponsorships, or grant funding for a nonprofit, project, or startup.
- Partnerships & Collaborations – To attract community organizations, businesses, or individuals who can help expand your reach and impact.
- Advocacy & Awareness – To educate and persuade people about an issue, cause, or movement.
- Recruitment & Engagement – To inspire volunteers, board members, or supporters to get involved.
- Event Promotion – To generate excitement and participation in an event.



# Elements of a Pitch

# Craft a Strong Opening

- Start with a compelling hook (a powerful statistic, a short impactful story, or a question).
- Clearly state the problem or opportunity your project addresses.

Imagine a place where neighbors come together, where fresh food is grown and shared, and where the simple act of planting a seed can change lives. In too many communities, access to fresh, healthy food is limited, and opportunities to connect with nature—and each other—are disappearing. But we have an opportunity to change that.

**Growing Together:  
A Community Garden for All**



Introducing Growing Together, a new community garden designed to nourish both the body and the spirit. This will be more than just a garden—it will be a space for education, collaboration, and sustainability. Families can grow their own fresh produce, children can learn where their food comes from, and neighbors can build stronger connections while working side by side in the soil.

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# Explain the Solution (Your Project)

- Describe your project in simple, engaging terms.
- Highlight why it matters and how it solves the problem.
- Use storytelling if possible to make it more relatable.

# Showcase the Impact

- Provide data, testimonials, or examples to show how your project will make a difference.
- Explain the benefits and who will be affected.

Fresh, healthy food should be a right, not a privilege. Our garden will provide affordable and accessible produce to those who need it most.

In a time when we're more disconnected than ever, this garden will serve as a gathering place—a space where people of all backgrounds can come together and grow something meaningful.

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So, how do we make this happen?

In the first three months, we'll secure land, partnerships, and funding while organizing community input meetings.

Over the next three to six months, we'll prepare the space —building raised beds, setting up irrigation, and planting the first crops.

By month six and beyond, we'll officially launch the garden, offer workshops, and create ongoing volunteer opportunities to keep it thriving.

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# Demonstrate Feasibility

- Briefly outline your plan, timeline, and key steps.
- Address potential risks and how you'll mitigate them.
- If applicable, mention partnerships, resources, or previous successes.

# Make the Ask

- Clearly state what you need (funding, collaboration, venue, volunteers, etc.).
- Be specific about how their support will help and what they'll gain in return.

To bring Growing Together to life, we need \$25,000 to cover land preparation, gardening materials, irrigation, and educational programming. We're seeking donors, sponsors, and volunteers who believe in the power of community and the importance of fresh food access.

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This isn't just a garden—it's a movement. It's about reconnecting with the land, strengthening our community, and ensuring that everyone has access to fresh, healthy food. Together, we can cultivate something truly special.

So, if you're ready to plant the seeds of change with us, let's talk.

Let's grow together!

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## End with a Strong Closing

- Reiterate your key message in one or two sentences.
- Inspire action—invite questions, schedule a follow-up, or provide contact information.
- Leave them with a lasting impression (a quote, a final statistic, or a call to action).

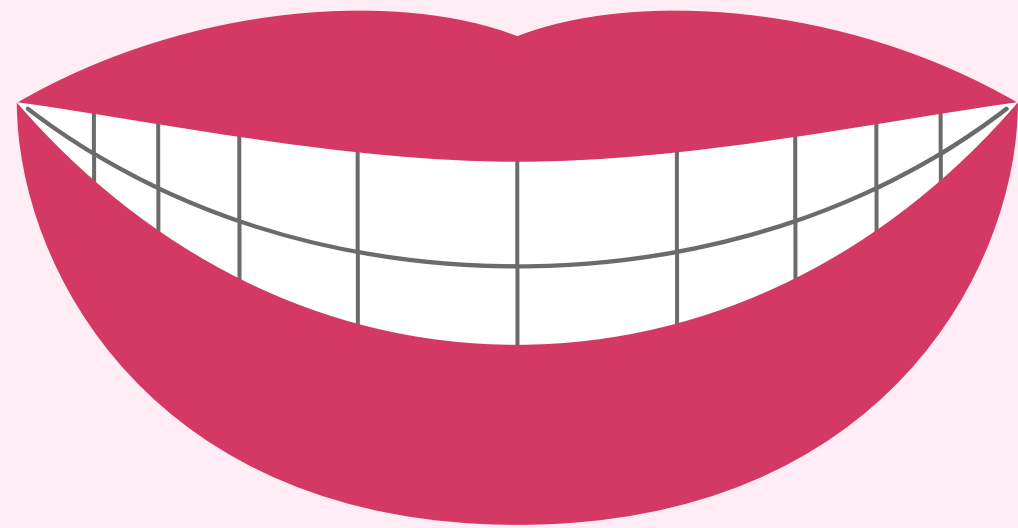


Then what?



# Prepare for Questions

- Anticipate concerns or objections and have concise, confident answers.
- Be open to feedback and adaptable in your responses.



# Follow Up

- Send a thank-you email with a recap of the discussion.
- Provide any additional materials they requested.
- Keep the conversation going with periodic updates.



Brooks, A. W. (2014). Get Excited:  
Reappraising Pre-Performance  
Anxiety as Excitement.



But I'm  
nervous...

Key Findings:

- People often interpret the physiological symptoms of anxiety (like increased heart rate) as harmful.
- Reframing anxiety as excitement can improve performance in high-stress tasks, including public speaking, math tests, and karaoke singing.
- Participants who said to themselves "I am excited" before performing did better, were more persuasive, and reported feeling more confident than those who said "I am anxious" or nothing at all.

Now it's your turn...

