

## Blueprint: Pitch Presentation



A **Pitch Presentation** contains relevant information about your organization or a specific project for which you need support. Through your pitch presentation you display a combination of data, professional expertise, explanations, excitement and conviction to convince your audience to give you that support.

### Need

- Organization needs **financial support** for their programmes and operations.
- Organization needs a strong **partners** for the implementation of a programme.
- Organization needs to market their services or products to potential **clients**.

### Challenges

- To understand what the audience exactly wants and tailor your pitch to their needs.

### Objectives

- To have a ready made pitch presentation that you can tailor to different audiences.
- To receive financial or other support.

### Documents created

- **Pitch Deck**
- **Elevator Pitch**

### Keys to Success

- Keep it **short** and to the point! Eliminate all non-critical details.
- Pitch to the right people or organizations, **research** them beforehand and learn everything about them; understand what they expect and anticipate what information will be most important for them to have .
- Understand your competition and explain why your organization's offering is different and better.
- Bring **evidence**, use **numbers**: How many beneficiaries, cost per beneficiary etc.
- Have a clear plan on **how money will be spent**, show them how it will help the organization.
- Make the asking as **natural** as possible.

## Pitch Presentation Step by Step

### Gather facts

- Gather all important **information** that can influence your presentation:
  - **Who** is the audience (or type of audience)?
  - **What** is the purpose of the presentation?
  - **What** do you want to get out of it?
  - **How** much does the audience know about you?
- If you know already who you will pitch to, gather as much information as possible about them and **tailor** the presentation to their specific needs and requirements.

### Conceptualize

- Determine the **concept and style** of pitch.
- Decide how you want to come across and choose an **appropriate language, tone and design**.
- Come up with different ideas and try pitching your programme to yourself or friends/ colleagues to find out what works best.
- Pick the one you feel is the strongest.
- You can also create two presentations, one more formal and one informal and then depending on the audience choose between the two.

### Draft Content

- Lay out the content for **every slide** of your deck.
- Ensure a good **flow** throughout your presentation.
- Provide minimum content, use **keywords and bullet points**; avoid complete sentences.
- The final slide should be your ask, a **call for action**.
- Make a clear ask, tell them exactly what you need, why you need it and how it will change your future.

### Review & Edit

- Before working on the final design, **review** your content.
- Take out enough time to go through each slide to revise and edit.
- Look for a **consistent messaging, clarity**, a strong **takeaway and ask**.
- Get a detail- oriented person to review the content as well.
- Ensure that there are absolutely **no typos or formatting errors**.

### Design

- Create the final design of your presentation.
- Use your **brand colours and logo** throughout.
- Add evocative **photos** of beneficiaries or activities.
- Use **visual representations** such as **graphs** to illustrate data in a clear, easy-to-read way.
- Make your presentation look **attractive and simple**; do not clutter the pages, keep them clean but appealing.

### Practice

- And now **practice**, practice and practice. The more you do, the better you will be at presenting your pitch deck.
- Practice in front of others or videotape yourself.
- Prepare yourself for possible **questions**.
- Be prepared for everything!
- Once you've perfected your pitch deck, **re-use** it (modifying as necessary) for subsequent pitches.
- You can also use your pitch PPT as part of your **marketing materials** if you are not presenting in person. Just make sure that the content is self-explanatory.