



2h 05m

PLENUM AND
SMALL GROUPS

DESCRIPTION

Sometimes you approach potential donors through a written application process where you are able to take your time and plan out every detail of what you would like to say to them.

At other times, you may have the chance to meet with your potential donor and present your project to them in person. For this kind of presentation, good preparation is no less important.

This tool will help you develop a winning pitch that presents your project, activity, or program in its best light.



PREPARATION

Prepare a list of the activities, projects, or programs you need financial support for.



MATERIALS

- Flip Chart
- Markers
- Moderation Cards



TOOLS

None



SUMMIT



OUTLOOK



FINANCIAL MODEL

STEP 1 **IN PLENUM:** Introduce and shortly discuss:
(1) the idea that pitching and presentations are a skill that can be learned through practice and preparation,
(2) why it is important for your organization to have a short pitch ready for each activity, project, or program that it seeks funding for, and
(3) what makes a good presentation or pitch. **[20 MIN]**

STEP 2 **IN SMALL GROUPS:** Create a good pitch for one of the activities or programs you identified before. **[45 MIN]**

For each program or activity, the groups develop:

- a. A definition of the social problem which your organization is seeking to address through the program or activity. You should include evidence of the problem and situate it within historical context and future projections. This definition should include information about the geography of the problem, target group, and its broader context (local, national, or global).
- b. Information about the different solutions which could be applied to solve this specific problem.
- c. A field analysis in which you map who (other NGOs, businesses etc.) is already addressing the social problem that you would like to address with your program or activity.
- d. A clear picture about why your organization has chosen this particular program or activity. Explain the advantages that your approach has in comparison to others'.
- e. Information about your organization (including why was it formed, what is the connection between the organization's vision and the activity or program that you are proposing).
- f. Specific information about the financial resources that you will need for this activity or program. What do you need? And for how long? How will you use these financial resources?
- g. A definition of other potential sources of support (if you already have some financial contributions, indicate the sum and how you will use it, etc.).
- h. What will you provide to that person/organization if they agree to support you (for example, promotion of their logo on your website or promo materials)?

STEP 3 After discussing these aspects of your pitch, create a presentation that includes every point you discussed. Each presentation should be a maximum of 7 minutes long. **[20 MIN]**

STEP 4 **IN PLENUM:** Pitch your presentations to each other. Stop the presentation if the pitch time exceeds 7 minutes.
After each presentation, discuss the strengths and weaknesses of the presentation and how it could be improved. **[35 MIN]**



FOLLOW UP

To learn about a different type of pitch, see **Method Card: Storytelling: Creating a Narrative for the Organization (06)**.