

A14. Craft and practise pitch

Module 4.4 - Communicating to stakeholders

Use this worksheet to craft a short, compelling pitch for your project. A strong pitch can help you confidently talk about your project and secure support from others. On this page, you will craft your general pitch, and on the next page, we will look at tailoring your pitch to your target stakeholders.

Part 1: Craft your main pitch

Try using this simple formula to structure your pitch:

Problem → **Solution** → **Impact** → **Call to Action**

Problem - What issue or opportunity does your project address?

Solution - How does your project provide a solution?

Impact - What difference will your project make?

Call to Action - What are you asking this supporter to do?

Practice pitch challenge

Write or record a 30-60 second version of your elevator pitch

Checklist:

- ☐ Is my pitch clear and engaging?
- ☐ Does it explain the impact quickly?
- ☐ Am I inviting the listener to take action?

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Part 2: Personalise your pitch

Now that you've written your main pitch, it's time to tailor it to your three target stakeholders. Choose one or two stakeholder types from your mapping activity and rewrite your pitch to suit their values and interests.

Reflect on:

What matters most to them?

What kind of support could they offer?

What language or key points would resonate best with them?

Audience 1: Who are you talking to?

Stakeholder name or group

Write a tailored pitch

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Audience 3: Who are you talking to?

Stakeholder name or group

Write a tailored pitch