



How To Build a Perfect Fundraising Pitch



Community Shares of Colorado

2008 Community Giving Campaign

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PUBLIC SPEAKING BASICS

- Your pitch is your first impression
 - 55% is based on visual cues such as body language, facial expressions, and dress.
 - 38% is based on tone of voice.
 - 7% based on what you say.
 - compelling and concise
 - memorable – what can someone repeat?



PUBLIC SPEAKING BASICS

- *MADE TO STICK: WHY SOME IDEAS SURVIVE AND OTHERS DIE*, Heath
 - SUCCESS present your idea as a:
 - Simple
 - Unexpected
 - Concrete
 - Credible
 - Emotional
 - Story



INTRODUCE YOURSELF

■ SIMPLE

- Don't make the audience boil down a stew of information to the essence of your message.
- If someone from the audience were to walk out of the room and sum you up in one sentence, what would it be?
- Give them that sentence!



INTRODUCE YOURSELF

- *The Gathering Place is Denver's only drop-in day shelter for women and children experiencing homelessness or poverty.*
 - ***The Gathering Place is a refuge for rebuilding lives.***
- *Habitat for Humanity is a homeownership program for hard-working families in need of a decent, safe, and affordable place to call home.*
 - ***At Habitat for Humanity, we believe that everyone, everywhere, deserves a decent place to live.***



THE NEED & HOW YOU MEET IT

- UNEXPECTED
 - Don't presume the audience knows the need for your organization.
 - **The Curse of Knowledge**
 - Statistics can meet the “unexpected” factor and engage people’s minds.
 - Human mind is wired to perceive patterns and is drawn to aberrations



THE NEED & HOW YOU MEET IT

- Give the numbers a frame of reference that connects to the audience.
 - There are currently 770,000 uninsured people in Colorado.
 - That many people would fill Broncos Stadium 10 times.



THE NEED & HOW YOU MEET IT

■ UNEXPECTED

- Housing costs in Colorado continue to be among the most expensive in the nation.
- A minimum wage earner in Denver (earning \$6.85 per hour) would spend 100% of their income to afford a 2-BR apartment at the fair market rent of \$945.***
- 40% of Denver's homeless in shelters are employed.
- Only 10% of Denver's homeless panhandle.
 - *See *The National Low Income Housing Coalition's Out of Reach Report, 2006.*
 - **Former Math-lete, Alyssa Kopf, adjusted these figures to reflect the rise in minimum wage. Do not use these figures for presentations!



INTRODUCE YOURSELF

- The Story of Your Beginning
 - Many nonprofit organizations were founded on inspiration.
 - Very compelling way to explain why you are necessary.



INTRODUCE YOURSELF

- *Center for Work Education & Employment was founded in 1982 and modeled after the organization, National Women's Employment and Education. NWEE was formed in San Antonio, Texas in 1973 **after several hundred welfare recipients marched to the Texas Welfare Department to return their welfare checks and demand jobs.** Today CWEE continues to prepare single parents and families for long-term, meaningful employment, enabling them to achieve self-sufficiency and end their dependency on welfare.*



INTRODUCE YOURSELF

- *In 1991, Charles Robbins returned to Denver to find old friends living with AIDS and wasting away before his eyes. That fall, he founded Project Angel Heart and modeled it after Project Angel Food in Los Angeles where he had been a volunteer. Charles and a group of friends solicited food from local restaurants and distributed it on the weekends from their homes. Our first meal was a pan of lasagna donated by Racine's restaurant and delivered to six clients. Over the past 16 years, PAH has served over 2,000,000 home-delivered meals with love to people living with HIV/AIDS, cancer, and other life threatening illness.*



How You MEET THE NEED

- How You Meet the Need

- CONCRETE

- Summarize the highlights of your key programs.
 - Not a laundry list!
 - If possible, save the details of the program for the client story.



How You Do It Well

- How You Do It Well

- CREDIBLE

- Evaluate your programs
 - Establish measures of success
 - Demonstrate you can create replicable results



EXPLAIN THE NEED

- La Clinica Tepeyac

- SIMPLE

- A nonprofit, volunteer health clinic where services are provided in an atmosphere of respect and dignity, as well as in a culturally and linguistically appropriate manner.
- “To serve as the gateway to health for the uninsured.”
 - Not a “stopping” or “end” point



EXPLAIN THE NEED

- La Clinica Tepeyac
 - Need: Affordable and Culturally Appropriate Health Care
 - UNEXPECTED
 - Nationally, Latinos are more than any other ethnic group to be uninsured and have limited access to health care.
 - In Denver, 28% of Latinos have no health insurance.



How You MEET THE NEED

- La Clinica Tepeyac

- CONCRETE

- Free clinic including 23 evening and weekend hours to accommodate working families.
 - Annually serve 10,000 men, women, and children.



How You MEET THE NEED

- La Clinica Tepeyac

- CONCRETE

- Culturally proficient health education transforms how health services reach the underserved.
 - Promotoras de Salud uses a peer-to-peer model to share information on family health needs and critical issues facing the Latino community.
 - Encourage families and neighborhoods to manage their own health by promoting preventive health care.



How You MEET THE NEED

- La Clinica Tepeyac

- CONCRETE

- Milagros Youth Program lays the foundation for the future providing mentoring programs to encourage young Latinos to pursue careers in medicine.



How You Do It WELL

- La Clinica Tepeyac

- CREDIBLE

- 2005 “Outstanding Community Agency” award by the Hispanic Annual Salute Foundation in Denver.
 - 2004 “Hero in Health” award from Anthem Blue Cross/Blue Shield for serving the uninsured in Colorado.
 - 2003 invited by the board of directors of the Kellogg Foundation to present our program as a model in community health care.



TELL A CLIENT STORY

- Denver Metro CFC survey indicated the #1 thing donors want to hear at group meetings is a story of a client/someone helped by the organization.
- **It's not about you.**



TELL A CLIENT STORY

- What needs did the client have when he/she came to your organization?
- What services were used?
- Describe the success.
- When we hear a story, we create in our minds a simulation of what is happening.



END WITH AN “ASK”

- Power Statements

- Cost of Service / 52 weeks

- One month bus pass = \$54
 - $\$54 / 52 \text{ weeks} = \1 per week
 - “\$1 per week provides a bus pass and transportation to the first month of reliable employment for a job skills graduate.”



INTRODUCE YOURSELF

- *Environmental Learning for Kids (ELK) was founded in 1996 by two wildlife biologists who saw a growing need to introduce and educate Colorado's urban youth about science, math, leadership and careers in the sciences. Offering education, mentors, and classroom and field opportunities, ELK has reached over 18,000 youth and families across the Denver Metro region.*



EXPLAIN THE NEED

- ELK

- In the 2000 CSAP, 33% of 8th grade students passed the math section and 45% passed science. Comparatively, in Horizons Alternate School in Boulder 97% passed math and 100% passed science. In Denver's Cole Middle School, 2% passed math and 1% passed science.



How You MEET THE NEED

- School-Based Programs
 - *Skulls and Skins*
 - *Who Polluted the Platte*
 - *Schoolyard Habitat*
 - An education plan is available with each program to help instructors integrate the learning with current topics



How You MEET THE NEED

- Denver Youth Naturally
 - DYN ignites curiosity and inspires youth in their academic studies, leadership development, and career exploration through the discovery of science and Colorado 's natural resources.
 - Hands-on field activities, local excursions, and overnight wilderness experiences.
 - Long-term mentoring by biologists and other science professionals, DYN participants find the support to succeed in school.



How You Do It WELL

- Courses meet Colorado model content standards.
- Students improve science comprehension and gain interest in pursuing careers in science.
- 98% of participants in ELK's year-round program graduate from high school.



TELL A CLIENT STORY

- *Chiquita started with ELK as an 8th grader at Cole Middle School. ELK came to her class to do a Skulls and Skins program and Chiquita has been a part of ELK's year-round Natural Resources Education and Youth Development Program ever since. Chiquita faced the obstacles of coming from an economically disadvantaged neighborhood and a single-parent family but she has beaten the odds.*



TELL A CLIENT STORY

- *With ongoing mentoring, science learning, and support from ELK, Chiquita has earned two junior biology scholarships, a summer internship, and \$6,000 in college tuition scholarships. Now a high school graduate, Chiquita was recently awarded a Daniels Fund scholarship to attend University of Northern Colorado this fall.*



END WITH AN “ASK”

- Power Statements

- Cost of Service / 52 weeks
- Skulls and Skins = \$250 for one class
- $\$250 / 52 \text{ weeks} = \5 per week
- *Donating just \$5 per week would provide financial support to ELK to send its Skulls and Skins program to a classroom like Chiquita's.*



END WITH AN “ASK”

- Ask for a donation and stop talking.
 - If you want to recruit volunteers do it during the description of your program.
 - Don't ask, “Are there any questions?”, at the end.
 - If you are asked a question, answer it and ask for a donation again.



PUBLIC SPEAKING BASICS

- Public Speaking Basics
 - Know your audience
 - Know how you will start
 - Know how you will stop
 - Speak slowly
 - Finish on time