

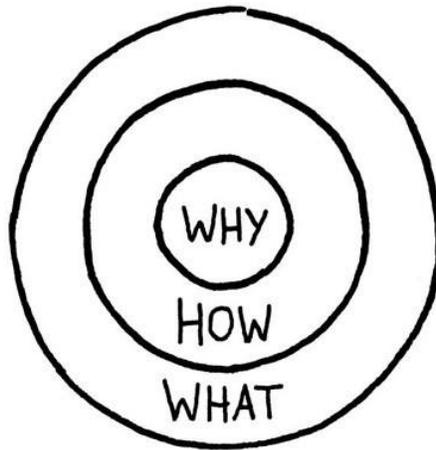


Developing YOUR Pitch

While anyone can recite a mission statement, if we really want people to support our efforts, we need to be able to not only accurately articulate the mission, but also make it personal.

Why make it personal? People aren't going to buy into something if you don't believe in it yourself. People tend to support people they care about, so if you're able to articulate why the mission of The Ability Experience is important to you personally, you will find success.

Your **WHY** is the core of The Ability Experience. Our **WHY** is what makes Pi Kappa Phi such a unique organization. People are not going to donate to what you do, or how you do it, they will invest in **WHY** you do it.



To create this pitch, you start by answering three simple questions:

Who are you, what are you doing, and why are you doing it?

- **Who are you?**
“Hi, I'm Simon Fogarty and I'm the Philanthropy Chair for Pi Kappa Phi fraternity at the College of Charleston.”
- **What are you doing?**
“Our chapter is fundraising to support the people with disabilities by hosting an Ability Week on campus next month.”
- **Why are you doing it?**
“We are passionate about the abilities of all people and want to ensure our campus maintains a community that builds up every person. The event supports The Ability Experience, our national philanthropy and a 501(c)(3) non-profit.”

Now bring those three things together to create your pitch. Here's an example:

“Hi, I'm Simon Fogarty and I'm the Philanthropy Chair for Pi Kappa Phi fraternity at College of Charleston. Our chapter is fundraising to support the lives of people with disabilities through an Ability Week on campus. We are passionate about the abilities of all people and want to ensure our campus maintains a community that builds up every person. The event supports The Ability Experience, our national philanthropy and a 501(c)(3) non-profit.”

Developing YOUR Pitch for Fundraising Events

After developing the who, what, and why identify your AUDIENCE and NEED.

See chart below to determine.

NEED	AUDIENCE (who to pitch to + make ask)
Attendance	Peers, Family, Friends, Professors, Organizations
Monetary Donations	Local business', Direct + Extended Family, Friends, Peers
In-Kind Donations (Food, Event Supplies, Etc.)	Local business', Family Businesses of brothers, Retail Stores with history of giving (Walmart, Harris Teeter)
Volunteers	Peers, Organizations, Family, Friends

- **What do you need to accomplish the goal?**

“For our ability week, we need a food sponsor for our last event of the week. The event is a Barbeque and we are looking for a business to donate food items or offer food at a discounted rate to support our event. Could we count on you as a sponsor for our Ability Week?”
(In-Kind Donation Ask from Local Business)

Now add the last part to create your pitch. Here's an example:

“Hi, I'm Simon Fogarty and I'm the Philanthropy Chair for Pi Kappa Phi fraternity at College of Charleston. Our chapter is fundraising to support the people with disabilities through an Ability Week on campus. We are passionate about the abilities of all people and want to ensure our campus maintains a community that builds up every person. The event supports The Ability Experience, our national philanthropy and a 501(c)(3) non-profit. **For our Ability Week, we need a food sponsor for our last event of the week. The event is a Barbeque and we are looking for a business to donate food items or offer food at a discounted rate to support our event. Would you consider supporting Ability Week as a sponsor?**”

This will lead into questions about your event, your chapters involvement, The Ability Experience, and how people can support, which you should also be prepared for! Now that you've built your pitch, practice it, perfect it and utilize it.