Key messaging and pitching for impact
One step on the pathway to influence decision makers
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Objectives

• Help you communicate more effectively
• Especially with busy people like donors and decision makers
• Practice crafting your message and delivering it well

Photo credit: www.worldarchery.org
What is a ‘pitch’ and why do you need one?

- Short pre-prepared speech
- Informs, persuades and asks for something

What does it do for you?

- Gets your key message across
- Gets your foot in the door
- Gets across exactly what you want
- Makes your audience care
So what?

Put yourself in your audience’s shoes and ask the question

WHY SHOULD THEY CARE?
Principles

– **Know your audience** - different audiences need different information
– Spell out **why they should care**
– Give it a human angle (with **stories**) and bigger societal picture
– Be clear and crisp with your facts (no jargon)
– Present your proposal as **doable**
– State the **Action** you want them to take – your ‘ASK’
– PRACTICE, PRACTICE, PRACTICE
Soft skills

7% - VERBAL
93% - NON-VERBAL
Three parts of a pitch

1. Open
2. Middle
3. Close
PRACTICE

PRACTICE MAKES PERFECT

Photo credit: Franki Chamaki
Instructions to develop key message and pitches

• Identify your topic
• Identify your audience and their info. needs
• Identify your 1 key take away message
  – Who is doing what and why?
  – Use numbers sparingly
  – Soundbite: concise and interesting
• Generate your pitch
  – Clarify your Ask
  – Develop an Opening, Middle, Closing
Thank you!

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