



Co-funded by the
Erasmus+ Programme
of the European Union

102 – Induction to Pedagogy for NGO staff

Module 5 –

The NGEnvironment Immersion Programme

Prepared by
Rightchallenge

Learning/Teaching/Training Activity (LTTA)



NGEnvironment

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

Reggio Emilia, Italy – February, 5 2019

This project has been funded with the support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Overview on Module 5: The NGEnvironment Immersion Programme

Module/Unit	Learning Outcomes – The learner will:	Indicative Content
The NGEnvironment Immersion Programme	<ul style="list-style-type: none">• Understand the characteristics and structure of a Business Model• Understand the importance of the value proposition for NGOs and non-profits• Understand the development process of an NGO• Understand the entrepreneurial process to develop a sustainable business	<ul style="list-style-type: none">• Business Models• Value Proposition• Case studies NGOs development• Creation of own entrepreneurship ideas• Opportunity recognition and selection• Business plan• Pitching business ideas

Learning Outcomes of Module 5

- ❖ Recognise the importance of Business models and value propositions
- ❖ Be able to reflect on their own resilience and its value in starting a business
- ❖ Understand the chances of being an entrepreneur with an own NGO
- ❖ Be able to develop a structured business plan
- ❖ Be able to pitch for approval of a business idea



102 – Induction to Pedagogy for NGO staff

Module 5 – The NGEnvironment Immersion Programme Part 1: Business Models

Prepared by
Rightchallenge



NGEnvironment

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

Agenda

1. Business Models

1.1 What is a business model?

1.2 Business Model Canvas

1.2.1 Business Model Canvas for NGOs, non-profits and third sector organisations

1. Business Models

It “describes the rationale of how an **organisation creates, delivers and captures value**” (Osterwalder & Pigneur, 2010, p.14) by articulating the “the logic, the data and other evidence that **support a value proposition of the customer**, and a viable structure of revenues and costs for **the enterprise delivering that value**” (Teece, 2010, p.173)”



<https://www.youtube.com/watch?v=QoAOzMTLP5s&t=68s>



1.1 Components of the Business Model Canvas

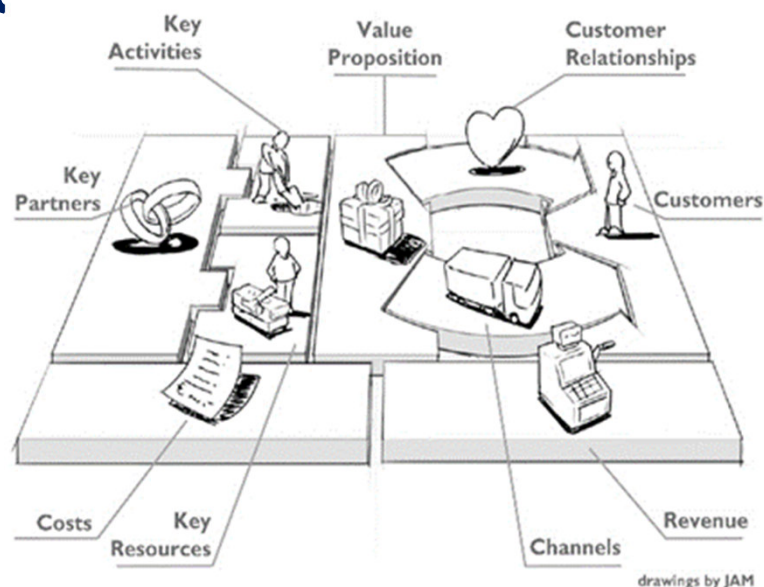


Figure 1: Business Model Canvas. Adapted by Osterwalder & Pigneur (2010)

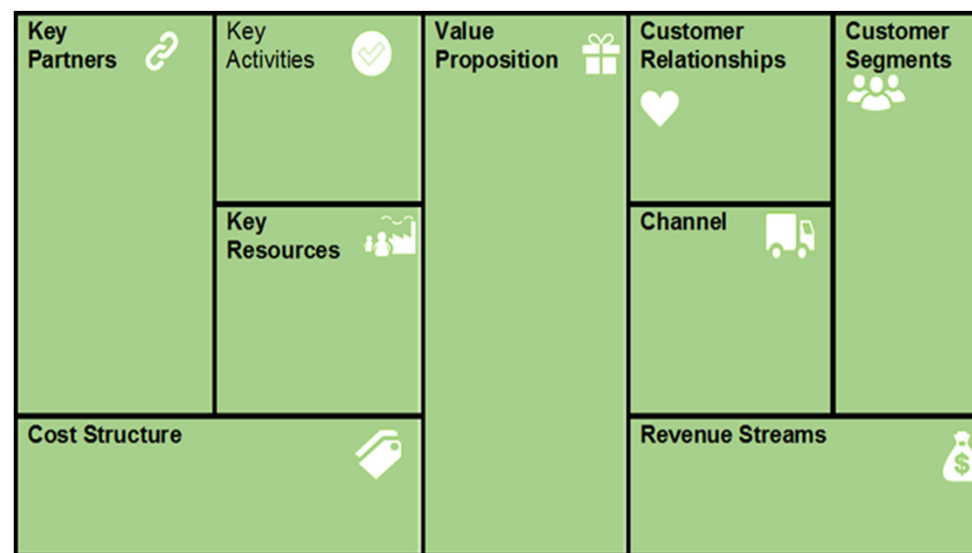


Figure 2: Business Model Canvas. Adapted by Osterwalder & Pigneur (2010)

1.1.1 Business Model Canvas for NGOs, non-profits and third sector organisations



Source: Pexels

Third-party funded business model

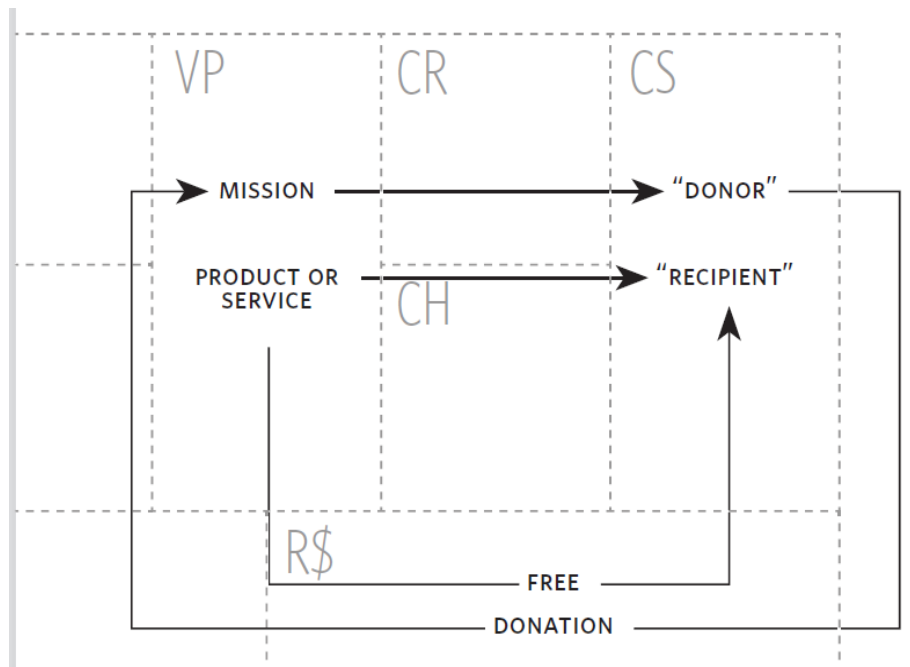


Figure 3: Third-party funded business model. Osterwalder & Pigneur (2010)

In the third-party funded business, the product and /or service **recipient is not the payer**. In this model, products and services **are paid from a third party that request to an enterprise “to fulfil a mission, which may be of a social, ecological or public service nature”** (Osterwalder & Pigneur, 2010, p.264)

Triple Bottom Line Business Model

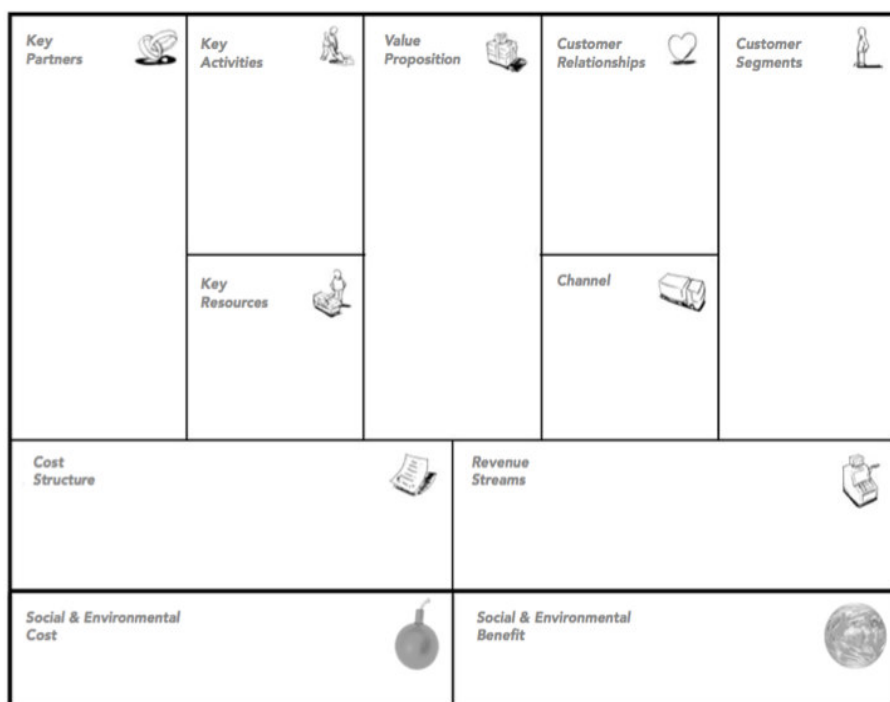


Figure 4: Triple Bottom Line Business model. Adapted from Osterwalder & Pigneur (2010)

The Triple Bottom Line Business model aims to **minimise the negative social and environmental impacts and maximise the positive.**

Two more blocks are added in this model: (1) **the social and environmental costs** of a business model and (2) **the social and environmental benefits** of a business model (Osterwalder & Pigneur, 2010).

Social Business Model Canvas

Social Business Model Canvas



Key Resources <small>What resources will you need to run your activities? People, finance, access?</small>	Key Activities <small>What programme and non-programme activities will your organisation be carrying out?</small>	Type of Intervention ② <small>What is the format of your intervention? Is it a workshop? A service? A product?</small>	Segments ① <small>Who benefits from your intervention?</small> Beneficiary	Value Proposition ③ <small>User Value Proposition</small> <hr/> <small>Impact Measures</small> <hr/> <small>How will you show that you are creating social impact?</small> Customer Value Proposition ④
Partners + Key Stakeholders <small>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</small>		Channels ⑤ <small>How are you reaching your users and customers?</small>	Customer ⑥ <small>Who are the people or organisations who will pay to address this issue?</small>	
Cost Structure <small>What are your biggest expenditure areas? How do they change as you scale up?</small>		Surplus <small>Where do you plan to invest your profits?</small>	Revenue <small>Break down your revenue sources by %</small>	

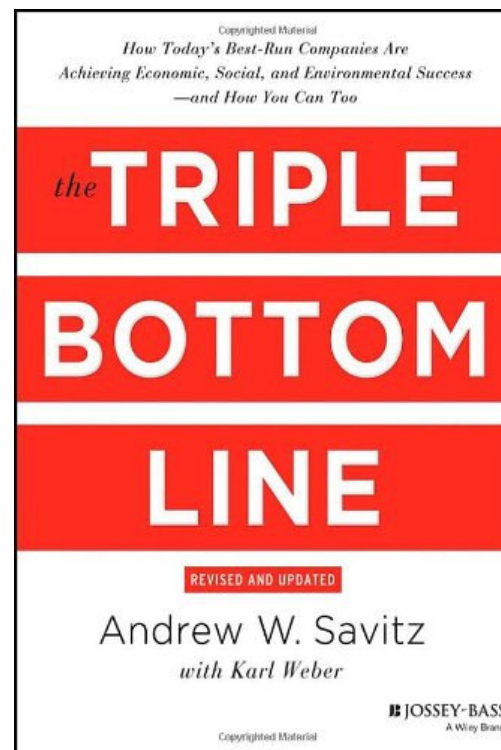
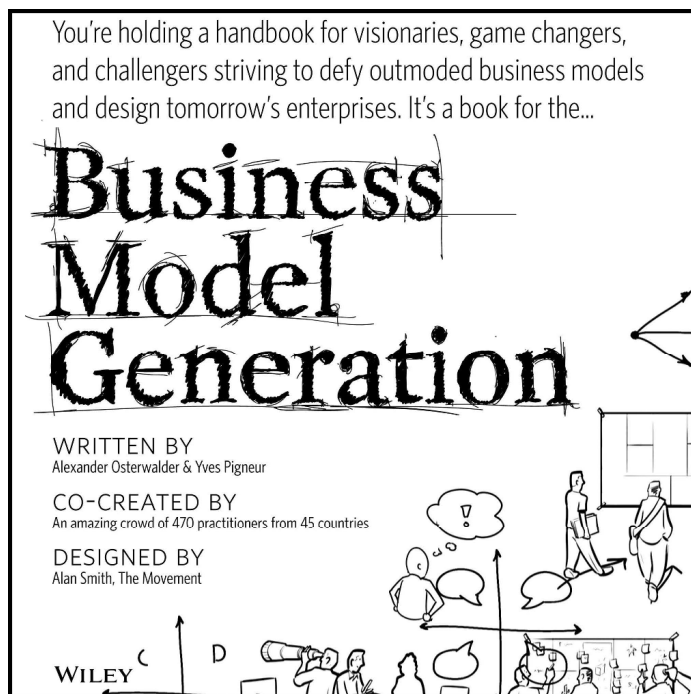
Inspired by The Business Model Canvas

The Social Business Model Canvas focus on the impact that **social business create for beneficiaries rather than creating profits.** (Business Model Toolbox, n.d.)

Figure 5: Social Business Model Canvas. Source: Tandemic (2019)

Recommended readings

Osterwalder, A. & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Games Changers and Challengers*. Hoboken, New Jersey: John Wiley & Sons



Savitz, A. (2013). *The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success - and How You Can Too*. San Francisco, CA: Jossey-Bass



Co-funded by the
Erasmus+ Programme
of the European Union

102 – Induction to Pedagogy for NGO staff

Module 5 –

The NGEnvironment Immersion Programme Part 2: Value Proposition

Prepared by
Rightchallenge



NGEnvironment

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

This project has been funded with the support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Agenda

2. Value Proposition

2.1 What is a value proposition?

2.2 Value Proposition Canvas

2.3 Value Proposition: case study on NGOs

2. Value Proposition

2.1 What is a value proposition?

The value proposition is “an aggregation, **or bundle of benefits** that a company **offers to customers**” (Osterwalder & Pigneur, 2010, p.22).

The **value proposition** design
will help you:

- Understand the patterns of value creation
- Leverage the experience and skills of your team
- Avoid wasting time with ideas that won't work
- Design, test and deliver what customers want

2.1. Value Proposition

Before writing your value proposition, you must reflect on the following questions:
(The Management Centre, 2015)

1.

Who are your target customers/supporters/donors/service users?

2.

Who is your current alternative provider (if any?)

3.

What is your proposed offering?

4.

Which are the key benefits that your offering provides?

5.

Who might your target market compare to and how would you distinguish yourself?

2.3 Value Proposition: NGOs case study

UNICEF
Human Rights Watch
Care International



Source: Pexels

This project has been funded with the support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

2.3 Value Proposition: NGOs case study

UNICEF

According to Frentz (2017), UNICEF **has a clear value proposition**, both in an **individual and stakeholders'** level.

❖ **For individuals**, their value proposition acts in terms **of altruism**, by **giving the opportunity of helping children around the world**. Individual donations also provide “the ability to offer individualised and innovative contributions to support the work of UNICEF linking them to the different programs targeting the different causes” (Frentz, 2017, p.7).

2.3 Value Proposition: NGOs case study

UNICEF

❖ **For stakeholders**, UNICEF strengthens alliances between **companies with the same agendas** and provide **knowledge-sharing initiatives to reinforce the cooperation between them.**



- strategic philanthropy through cash & in-kind contributions
- humanitarian relief and support of emergency appeals
- cause-marketing initiatives, events and sponsorship
- innovation and program solutions for children
- policy and advocacy for child's rights
- capacity building
- promoting corporate responsibility and training

Multisectoral partnership

Source: UNICEF (n.d.)

2.3 Value Proposition: NGOs case study

UNICEF



https://www.youtube.com/watch?v=om2v0U3aXOs&feature=emb_logo



<https://www.youtube.com/watch?v=OX9AZylUuzY>

2.2 Value Proposition: NGOs case study

Human Rights Watch

Human Rights Watch provides timely information about human rights crises in 90+ countries around the world.

HWR is independent in their mission, and committed to (Frentz, 2017, p.14):

- ❖ Being on the frontline
- ❖ Checking and crosschecking facts
- ❖ Partnering with community members and groups
- ❖ Exposing evidence of abuses
- ❖ Convincing key decision-makers to act
- ❖ Providing expertise

Unlike UNICEF, HRW does not distinguish their value proposition towards corporates nor or individuals.

In terms of donations, the concept is similar to UNICEF: it's an altruism opportunity, **but there is no reciprocal interaction between HRW and the donors.**

2.2 Value Proposition: NGOs case study

Human Rights Watch



<https://www.youtube.com/watch?v=LudmeeQPCMs>



<https://www.youtube.com/watch?v=vJX7qhvvxQY>

This project has been funded with the support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

2.2 Value Proposition: NGOs case study

Care International

CARE believes that **transparency and trust** are the most important things to consider while creating partnerships with stakeholders, subsidiaries and civil society. Their strong Programming Principles contribute to strengthen the international code of conduct of the organisation worldwide.

- ❖ **For stakeholders**, CARE “facilitates the dialogue by means of creating the opportunity to tailor-made projects for institutional/corporate input publics” (Fretz, 2017, p.14)
- ❖ **For individuals**, there are some initiatives launched for CARE (e.g. ‘who cares’ initiative by CARE The Netherlands) to create awareness in civil society.

2.2 Value Proposition: NGOs case study

Care International



<https://www.youtube.com/watch?v=bpFOU86yFaY>



<https://www.youtube.com/watch?v=hRMNO8gNjo>

This project has been funded with the support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

2.2 Value Proposition: NGOs case study

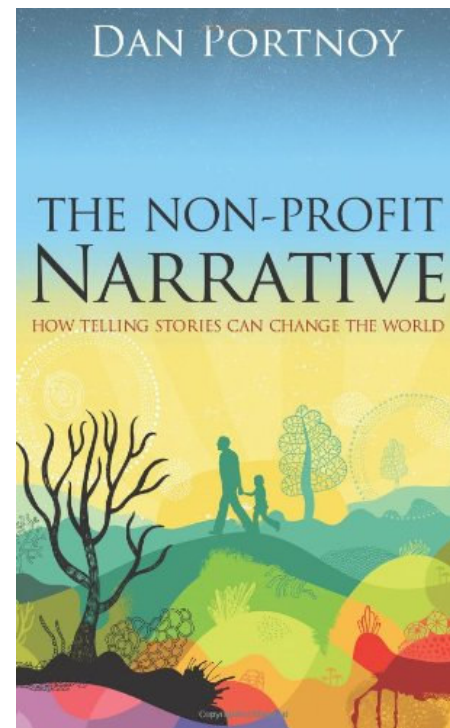
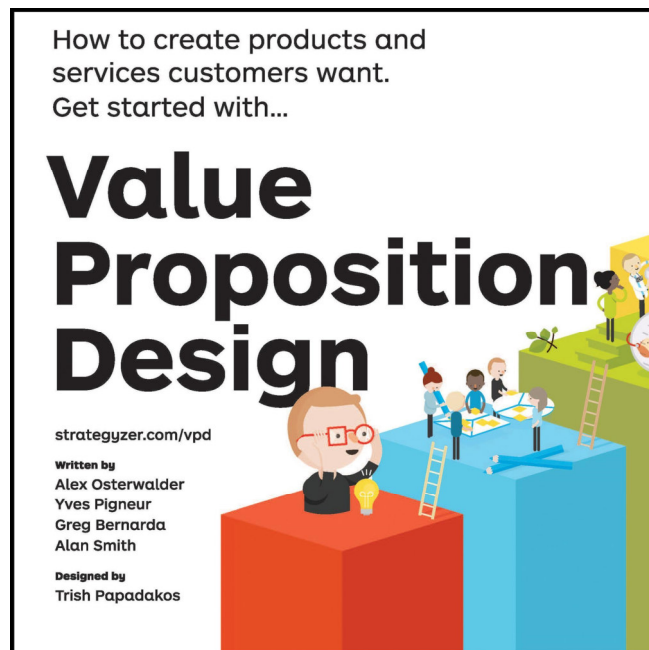
- What are the main differences in the value proposition of these three organisations?
- What kind of donations does each organisation focus on?
- What are the keywords that these organisations focus on to appeal to their value proposition to the public?



Source: Unsplash

Recommended readings

Osterwalder, A., Pigneur, Y., Bernarda, G. & Smith, A. (2014). *Value Proposition Design: How to Create Products and Services Customers Want*. Hoboken, New Jersey: John Wiley & Sons



Portnoy, D. (2012). *The Non-Profit Narrative: How Telling Stories can Change the World*. Berlin: PMG Press



Co-funded by the
Erasmus+ Programme
of the European Union

102 – Induction to Pedagogy for NGO staff

Module 5 –

The NGEnvironment Immersion Programme Part 3: Case studies on NGO development

Prepared by
Rightchallenge



NGEnvironment

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

This project has been funded with the support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Agenda

3. Case studies on NGO development

3.1 Charity:water

3.2 Teach for All



Source: *Unsplash*

3. Case studies on NGO development

3.1 Charity:water

Charity: water is a “*non-profit organization bringing clean and safe drinking water to people in developing countries*”
(charity:water, 2018, p.3)

Charity:water is one of the most known and **trustable non-profits** in the world for its **transparency and commitment** to the cause. Renowned for its 100% donation model, this NGO disrupted how social entrepreneurs work while inspiring millions of people to join its mission.



<https://www.youtube.com/watch?v= hRMNO8gNjo>

3.1 Charity:water About the founder

“Scott Harrison was recognized in Fortune Magazine’s 40 under 40 list, the Forbes Magazine Impact 30 list and was recently #10 in Fast Company’s 100 Most Creative People in Business issue. He is currently a **World Economic Forum Young Global Leader.**”
(charity:water, 2019b)

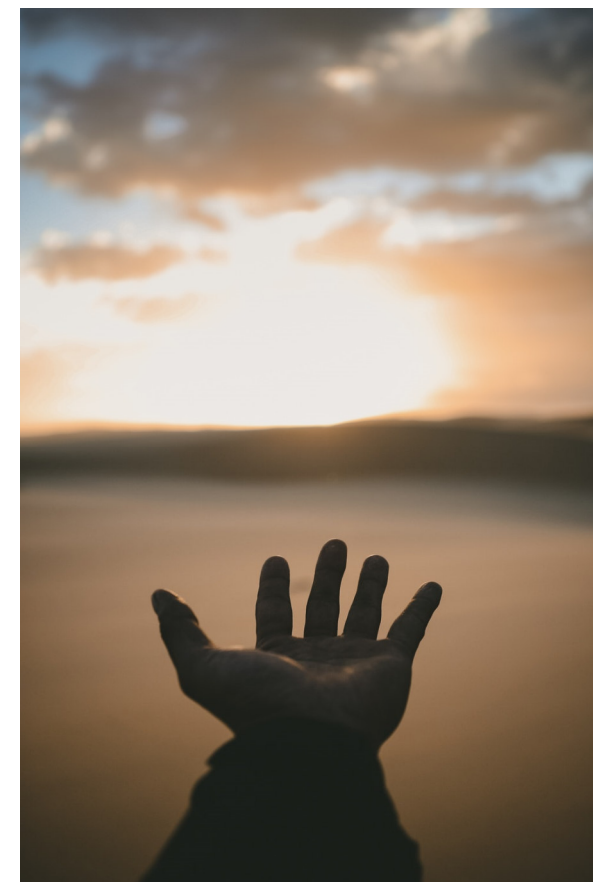


Source: charity:water (2019). All rights reserved.

3.1 Charity:water The development

Richard wanted to build his charity in a different and innovative way. From day one, charity:water promised that **100% of all donations would go directly to cleaning water**. He opened a separate bank account for overhead and he never touched the donations to pay for things like salaries, office or travel expenses. He started to look for **generous people, investors and enterprises** with enough resources to **fund this expenses**.

❖ Find out more about charity:water's **100% model** [here](#)



Source: *Unsplash*

3.1 Charity:water

The power of marketing for getting personal connections

Richard believed that for the sustainability of his work, he had to engage with the **local communities**.

With his organisation staff, Richard **built outdoor exhibitions in NYC with water walks and designed ads to make people feel differently**.

They also created tv commercials, rented bus and taxi ad spaces to spread their mission to as many people as possible.



**4,500 KIDS WILL DIE TODAY FROM
WATER-RELATED DISEASES. **HELP.****

charitywater.org

Source: DIGITALFIRE (2015). All rights reserved.

3.1 Charity:water

The power of digital marketing for charity fundraising

The organisation created an online platform that allows people to create **fundraising campaigns linked to personal events** (e.g birthdays, holidays and marathons). Each fundraiser would share it with their network of connections via online and face-to-face, creating an wide sharing space for fundraising and dissemination of the organisation (Gray, n.d.).



Source: Charity:water. All Rights Reserved

3.1 Charity:water

The power of digital marketing for charity fundraising

Charity:water is also committed to show **social proof to their donators**. The organisation use social proof "to encourage people to fundraise on their online platform. They employ numbers throughout their site to make people **feel aligned with thousands of others, and they give a face and a voice to those thousands with pictures, videos, and written stories.**" (Gray, n.d.)



Source: *Unsplash*

3.1 Charity:water Results

Since 2006, the organisation has funded **over 28,000 water projects to serve over 8.2 million people worldwide.**

In 2017, charity:water funded projects **that will bring clean water 1,183,926 people in 15 countries worldwide.** It was raised and amount of 35 million for those projects and 15 million for operating expenses.

Source: Charity:water (2017)



3.1 Charity:water Questions

- On what principles did Scott Harrison build the credibility of charity:water?
- How does charity:water track donors and increase the delivery of their value proposition?



Co-funded by the
Erasmus+ Programme
of the European Union

102 – Induction to Pedagogy for NGO staff

Module 5 –

The NGEnvironment Immersion Programme

Part 4: Creation of own entrepreneurship ideas

Prepared by
Rightchallenge



NGEnvironment

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

Agenda

4. Creation of own entrepreneurship ideas

4.1 How to do it

4.2 Entrepreneurship ideas for social and green entrepreneurs

4. Creation of own entrepreneurship ideas

4.1 How to do it

“An important aspect of successful business development is to **follow a process of how you will assess a business idea or concept**, decide whether to move forward with the project and build a business, if it is decided to move forward. “(Hofstrand, 2009, p.1)

STEP 1:
Initial idea
exploration,
identification and
assessment

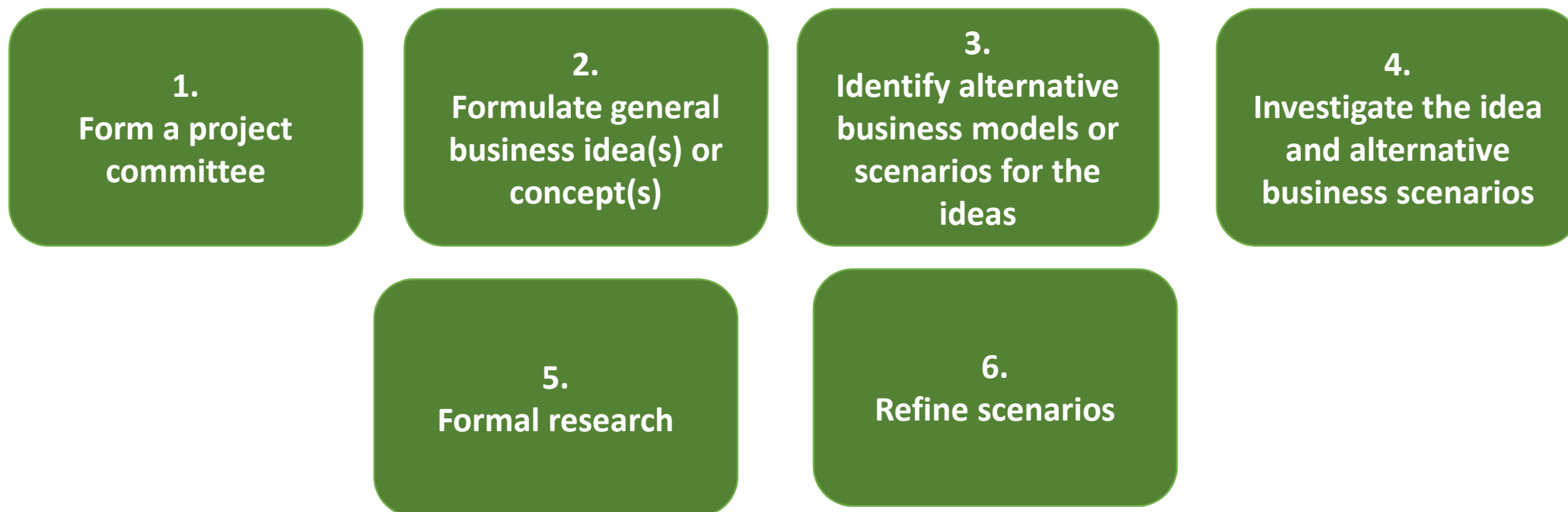
STEP 2:
Idea/concept and
scenario/model
deliberation and
assessment

STEP 3:
Go/Non-Go Decision



4. Creation of own entrepreneurship ideas

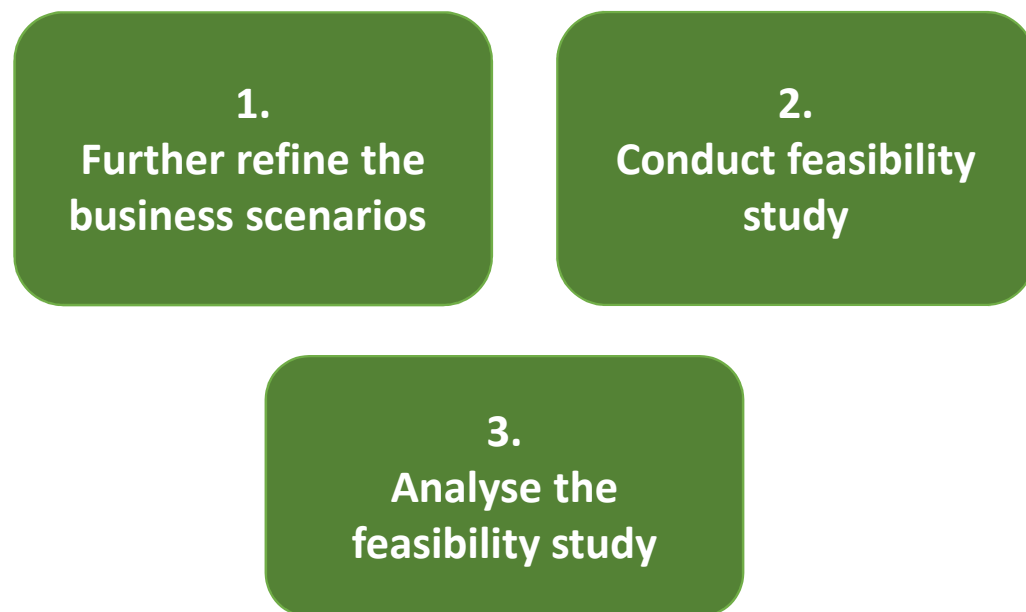
Step 1: Initial idea, exploration, identification and assessment



Source (Hofstrand, 2009)

4. Creation of own entrepreneurship ideas

Step 2: Idea and scenario deliberation and assessment



Source: (Hofstrand, 2009)



Source: *Unsplash*

4. Creation of own entrepreneurship ideas

Step 3: Go/Non-Go decision

**This step involves
to decide if...**

The project is viable and move forward with it
It's necessary to do more research or analyse
additional alternatives

Source (Hofstrand, 2009)



Source: Pexels



4.2 Entrepreneurship ideas for social and green entrepreneurs

1. Choose a social issue

Most of social entrepreneurs are passionate about some particular issues. Despite that, the social issue that you decide to tackle must be important to many others.

2. Domain knowledge and research your issue

If you want to tackle a business area that you don't already have strong knowledge, it's important to do a lot of research on the area and the market.

3. Get a global viewpoint

Find out who are the relevant innovators related to your area. But it's also important to look beyond your industry, because value parallels can be drawn, and trends understood from social businesses to other sectors.

I02 – Induction to Pedagogy for NGO staff

Module 5 – The NGEEnvironment Immersion Programme Part 5: Opportunity recognition and selection

Prepared by Rightchallenge



Co-funded by the
Erasmus+ Programme
of the European Union



NGEnvironment

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

This project has been funded with the support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Agenda

5. Opportunity recognition and selection

5.1 How to select the right opportunity

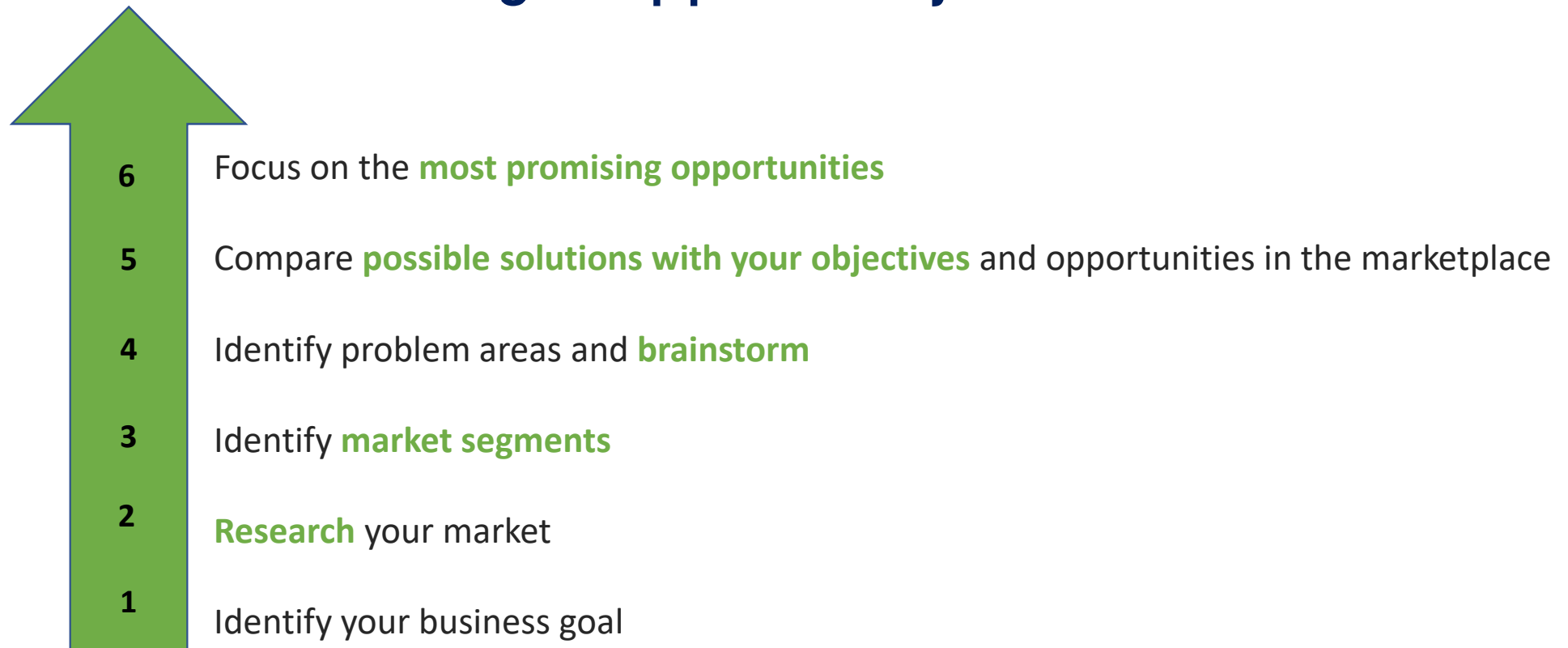
5.2 Opportunity selection and recognition in social and green entrepreneurship



Source: Unsplash



5.1 Opportunity recognition and selection: How to select the right opportunity





5.2 Opportunity recognition and selection in social and green entrepreneurship

Uncertainties that social and green entrepreneurs face (MacMillan & Thompson, 2017):

Tackle intractable problems

Create a market where non yet exists

Work in uncharted environments that generate uncertainty

The use of technology in an undeveloped market adds additional complexity

Unpredictable competitive responses

5.2 Opportunity recognition and selection in social and green entrepreneurship

Due to this uncertainty that social entrepreneurs face, it's important to do a lot of a **previous research on the problem that you want to tackle**. In fact, according to MacMillan and Thompson (2017): “one of the biggest mistakes social entrepreneurs make is **to charge in with inadequate understanding both of the problem they want to address and of the practicability of the solution they have in mind**” (p. 20).

So, you have to **articulate the problem** and the **proposed solution!**



5.2 Opportunity recognition and selection in social and green entrepreneurship

How to articulate the problem and the proposed solution (MacMillan & Thompson, 2017):

1.
**What is the social
problem I want to
address?**

Who is suffering?

What are they suffering from and when?

What's causing this suffering?

How many people are affected?

Where are they located and how are they geographically distributed?

If it is to be a business, how will revenue (income) be generated?

If it's not to be a business, how will operating funds be secured?



5.2 Opportunity recognition and selection in social and green entrepreneurship

How to articulate the problem and the proposed solution (MacMillan & Thompson, 2017):

2. What is my solution?

How will my organisation alleviate the problem?
Who and how will benefit?
What major costs will be incurred?

3. What will my beneficiaries have to do differently for my proposed solution to work?

What behaviour changes am I seeking on the part of the target beneficiaries?
How difficult it will be for me to affect these behaviour changes?

5.2.1 Screen-in criteria

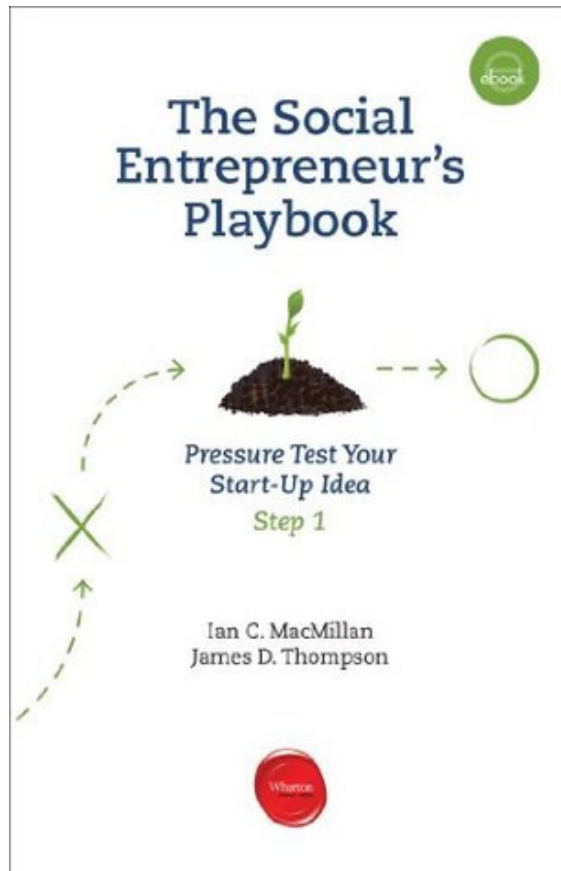
Screen in criteria is the criteria that enhance **the attractiveness of your project and/or idea** (MacMillan & Thompson, 2017)

	Very low > very high				
Number of people who will benefit	1	2	3	4	5
Suffering of beneficiary as a result of the problem	1	2	3	4	5
Long-term social impact potential of the project	1	2	3	4	5
Degree of key stakeholders that support the project	1	2	3	4	5
Receptiveness of beneficiaries to the solution	1	2	3	4	5
Degree of local knowledge and experience of teams	1	2	3	4	5
Degree of entrepreneurial experience of management	1	2	3	4	5
Ease of testing in a small scale (low cost, short time-frame)	1	2	3	4	5
Table 1: Screen-in criteria. Adapted from MacMillan & Thompson (2017)					
Total score					

The screen-in criteria include:

- The number of people who will be helped
- The direness of the problem to be attacked
- Long-term benefits
- Key stakeholders
- Degree of experience of the team in the field
- Experience of the lead entrepreneur
- Testing on a small-scale

Recommended readings



MacMillan, I. C. & Thompson, J. D. (2017). *The Social Entrepreneur's Playbook: Pressure-Test Your Start-Up Idea, Step 1*. Pennsylvania: Wharton Digital Press



Co-funded by the
Erasmus+ Programme
of the European Union

102 – Induction to Pedagogy for NGO staff

Module 5 – The NGEnvironment Immersion Programme Part 6: Business Plan

Prepared by
Rightchallenge



NGEnvironment

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

This project has been funded with the support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

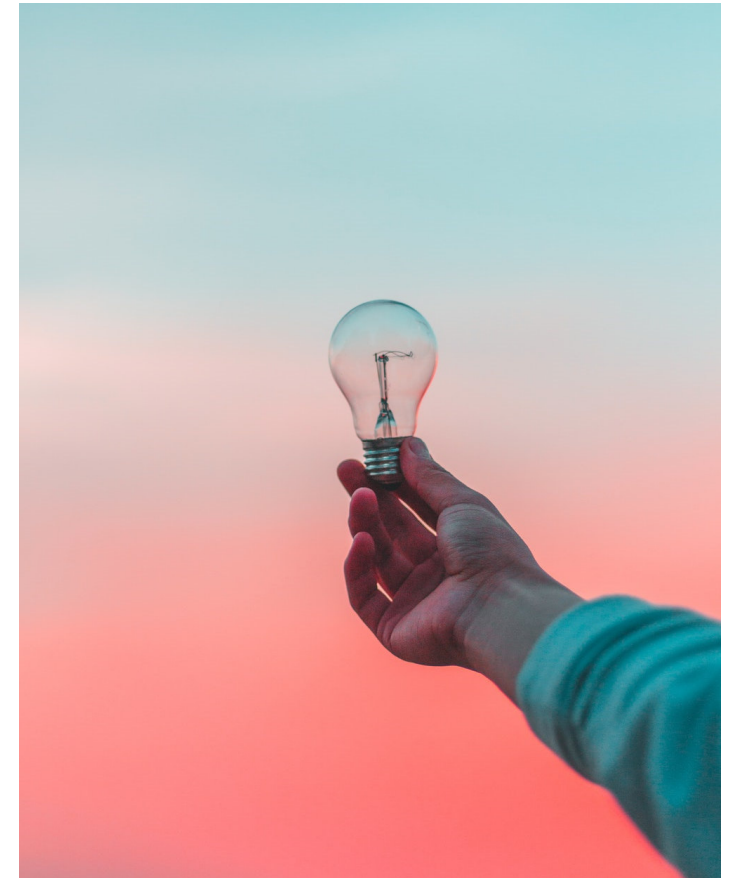
Agenda

6. Business Plan

6.1 The structure

6.2 The process

6.3 Business planning: do's and don'ts



Source: *Unsplash*

6. Business plan

A business plan aims to “**describe and communicate** a for-profit or non-profit project and **how it can be implemented**, either inside or outside an organisation” (Osterwalder & Pigneur, 2010, p.268).

6.1 Business plan: the structure

An effective business plan must obey to **this following structure** (Osterwalder & Pigneur, 2010):

The team

The business
model

Financial
analysis

External
environment

Implementation
roadmap

Risk analysis

6.2 Business plan: the process

The business plan process includes 5 steps (Growthink, 2019):

1. Research

Read and **research as much as you can about your industry and talk to your audience**. You can use a variety of resources for research, such as databases, statistics, articles, interviews with other entrepreneurs and customers. The **business plan process always begin with the industry, customers and competitors research**.

2. Strategize

Revise the strategy that you planned even before the research phase and dig deeper into decisions of appropriate marketing, operations, finance, among others.

6.2 Business plan: the process

The business plan process includes 5 steps (Growthink, 2019):

3. Calculate

Insert your financial assumptions into a financial model that can produce a cash flow statement for you, specially in the first year of the business.


4. Draft

With the background work completed, it's time to **draft the narrative of every plan's sections.**

5. Revise and proofread

Revise the entire plan to see if you find irrelevant or redundant ideas and **proofread to see if you find grammatical, spelling or formatting errors.**

6.3 Business plan: do's and don't's

- 
- ✓ Write your business plan with **a simple, understandable and clear language**
 - ✓ Get to **the point** and support it with facts
 - ✓ Include **relevant graphs and program descriptions**
 - ✓ Include an **executive summary**
 - ✓ Provide **enough financial information**
 - ✓ Customise your **business plan for your customers**
 - ✓ Stay authentic and **creative**



Make your business plan **too long**

Overload the plan with text

Rush the process of **writing**

Gush about the cause **without providing clear understanding** of your business outcomes



Source: *Unsplash*



Co-funded by the
Erasmus+ Programme
of the European Union

102 – Induction to Pedagogy for NGO staff

Module 5 –

The NGEnvironment Immersion Programme Part 7: Pitching Business Ideas

Prepared by
Rightchallenge



NGEnvironment

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

This project has been funded with the support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Agenda

7. Pitching Business Ideas

7.1 What is a business pitch?

7.2 The elevator pitch

7.2.1 The elevator pitch for NGOs and non-profits

7. Pitching business ideas

7.1 What is a business pitch?

The business pitch is a presentation of your business to **an investor or group of investors** through several **communication channels**, such as a conversation, a letter or e-mail. The main goal of a business pitch is to get the necessary funding for your business plan.

Think of a business pitch **as your verbal business card**. It's the first thing that your customers or future **investors will hear from your business**.



7.1 Pitching business ideas: the elevator pitch

The elevator pitch is a brief presentation **where you resume your product, idea or organisation in a short period of time.** The time required for your presentation should be the equivalent of an elevator ride (approximately 1-2 minutes).

An elevator pitch should...

Hayzlett (2012)

Grab the attention of your audience
Convey who you are
Describe what your business offers
Explain what you will deliver

It's
authentic

It's
compelling

7.1 Pitching business ideas: the elevator pitch

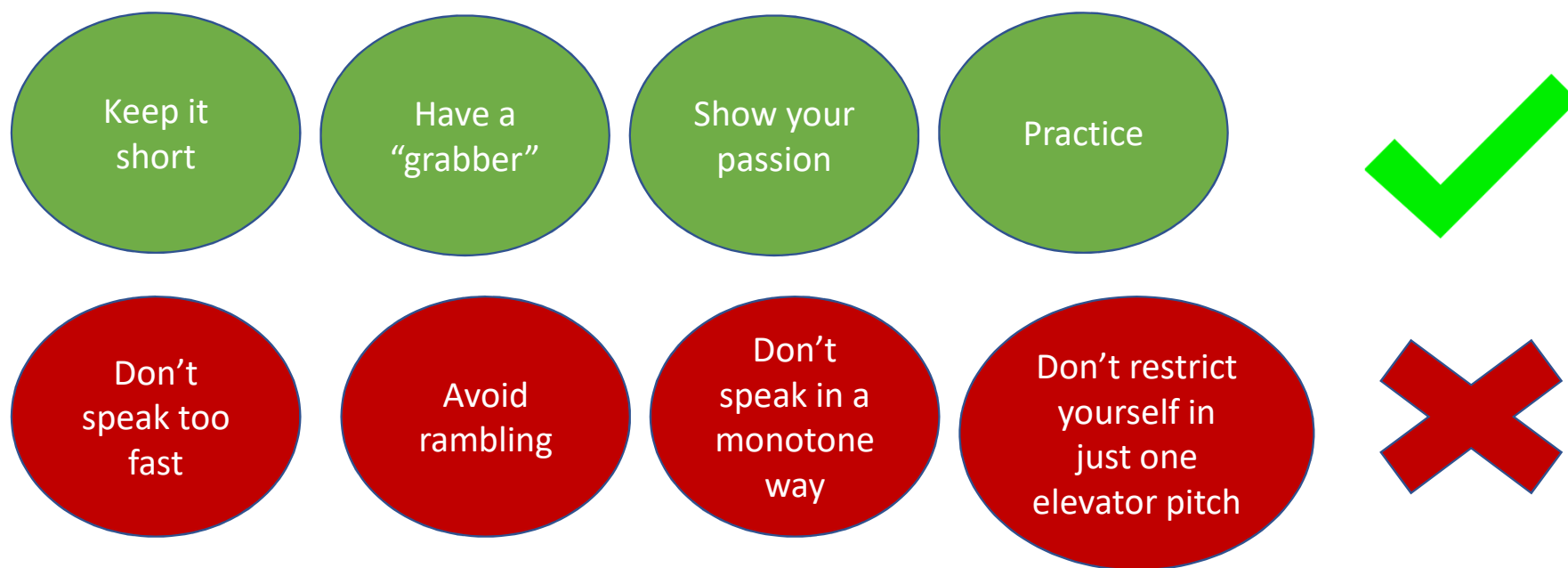


<https://www.youtube.com/watch?v=l8kbzxDiXL8>



7.1 Pitching business ideas: the elevator pitch

Do's and don't's (Doyle, 2019; Pagana, 2013)



7.2.1 The elevator pitch for NGOs and non-profits

During the delivery of your elevator pitch, don't forget to show **the emotional connection** that you have with your organisation's cause. An elevator pitch for NGOs and non-profits are an **invitation to be a part of your organisation. Explain what you do, why it's important, and how someone's involvement is an opportunity to be part of your mission.** (Schmidt, 2018)

Source: Schmidt (2018)



Co-funded by the
Erasmus+ Programme
of the European Union

Thank you very much for your attention!

Prepared by
Rightchallenge

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014



NGEnvironment

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

Websites:

<http://www.ngenvironment-project.eu/>
<http://ngenvironment.eduproject.eu/>

This project has been funded with the support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.