



IO2 - Induction to Pedagogy for NGO staff ***Module 5 – The NGEnvironment Immersion Programme***

The elevator pitch for NGOs and non-profits¹

Worksheet

1: The HOOK

-Introduce yourself

- Mention the name of your organisation and do a short description of its mission.

2: The BODY

- In the hook you gave a short description of your organisation's mission. Now you must describe the specific impact of your organisation and/or the communities you serve.

- What differentiates your non-profit from others in the same space?
 - How effective are your current programs?
 - Do you have any impact stories that are amazing?
 - How can someone get involved right now?
- What are you preparing to accomplish in the future? (Schmidt, 2018)

3: The WRAP-UP

Decide what outcome you would want from your encounter. For example, do you want to...
(Schmidt, 2018)

- Match donations for your next campaign?
 - Sign up as a peer-to-peer fundraiser?
 - Make an in-kind donation?
 - Join your board of directors?

¹ Schmidt (2018). How to Nail your Non-Profit's Elevator Pitch. Website. Retrieved from:
<https://www.classy.org/blog/elevator-pitch-for-nonprofits/>

Now it's
time to start practicing. Write a draft of your elevator pitch on the board below. Ask for
feedback to your friends, work colleagues, family or even specialists.
