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# 102 – Induction to Pedagogy for NGO staff

## Module 5 –

## The NGEEnvironment Immersion Programme

## Part 7: Pitching Business Ideas

Prepared by  
Rightchallenge



NGEEnvironment

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

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





# 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



# 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



# Overview on Module 5: The NGEEnvironment Immersion Programme

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



# 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

How to write an elevator pitch:

1.  
Identify  
your goal

2.  
Explain  
what you do

3.  
Communicate  
your value  
proposition

4.  
Engage with  
a question

5.  
Put it all  
together

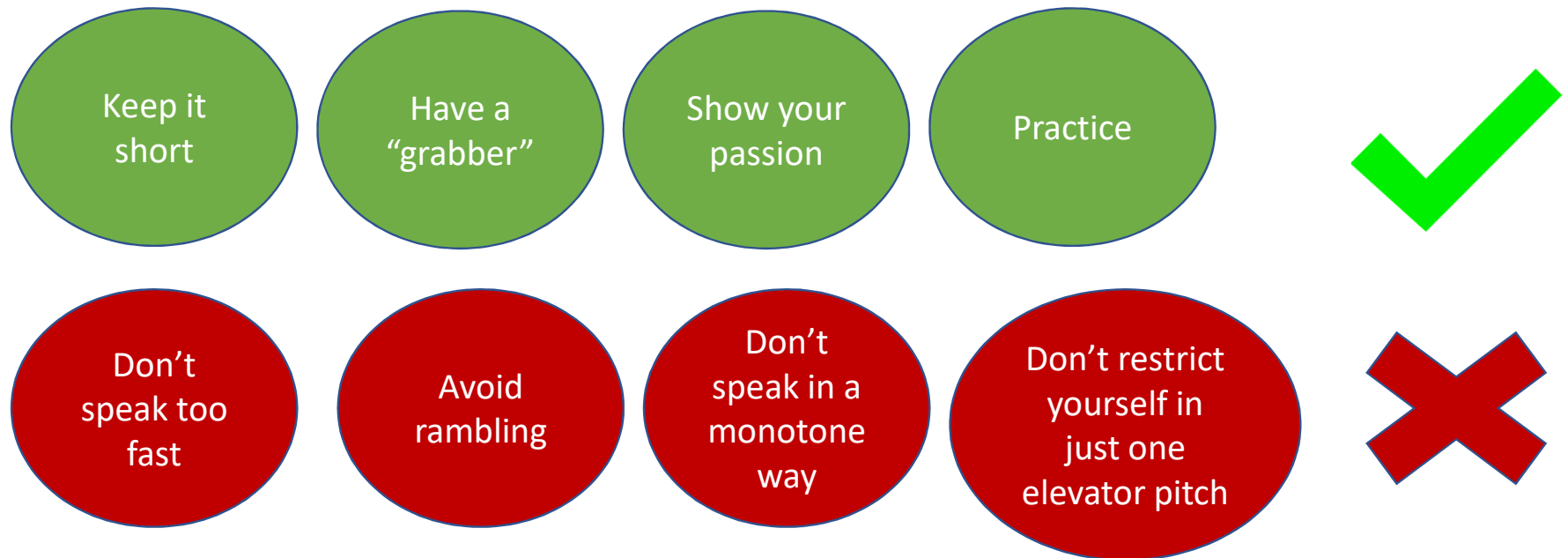
6.  
Practice!

Source: Mindtools (n.d.)



# 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

According to Schmidt (2018) the elevator pitch for non-profits can be structured in three sections: **the hook, the body and the wrap-up.**

During **the hook**, do a short description of your organisation and say your **mission statement**, to grab the **attention of your audience**. The author shows a quick example of how you can make a grabby hook of your organisation's mission and purpose:



## 7.2.1 The elevator pitch for NGOs and non-profits

### 1. The hook

- ❖ **Imagine** that the mission of your organisation is this (Schmidt, 2018):

We seek to empower low-income families of a certain community by offering financial services and education programs to help them achieve home ownership and economic stability.

- ❖ **Now isolate the main ideas:**

We offer financial services and education programmes and We help people achieve home ownership and economic stability.

- ❖ **Finally, refine it:**

We help low-income families become more financially stable with free classes and professional advice.



# 7.1.1 The elevator pitch for NGOs and non-profits

## 2. The body

The **body** of your pitch usually takes about 30-60 seconds. At this phase, you **must describe the specific impact of your organisation and/or the communities you serve**. In the hook phase you have presented your mission, and now it's time to prove it.

What differentiates your  
NGO from others in the  
same field?

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?

Source: Schmidt (2018)



## 7.2.1 The elevator pitch for NGOs and non-profits

### 3. The wrap up

The wrap-up of your **pitch should only take 15-20 seconds**. Take all the time you need to decide what outcome you would want from your encounter. For example, do you want to...

Match  
donations  
for your next  
campaign?

Sign up as a  
peer-to-peer  
fundraiser?

Make a in-  
kind  
donation?

Join your  
board of  
directors?

Share your  
campaign on  
their social  
channels?



## 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)



# Build your elevator pitch for NGOs and non-profits

## Step 1:

- **Video 1: Nonprofit's Elevator Pitch Tutorial: 9 Mistakes to Avoid**

<https://www.youtube.com/watch?v=l8kbzxDiXL8&t=109s>

Classy.org – YouTube Standard Licence

- **Video 2: How to Pitch a Non-Profit or Social Cause, with Chris Westfall**

[https://www.youtube.com/watch?v=1M\\_FEIRw8dM&t=74s](https://www.youtube.com/watch?v=1M_FEIRw8dM&t=74s)

Chris Westfall YouTube Standard Licence

## Step 2:

Download the Elevator Pitch Worksheet and start practising your business pitch!



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# Thank you very much for your attention!

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**Websites:**

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



# Sources

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- Hayzlett, J. (2012). Foreword. In Westfall, C. (2012). *The New Elevator Pitch: The Definitive Guide to Persuasive Communication in the Digital Age*. Texas, USA: Marie Street Press
- Pagana, K.D. (2013). Ride to the top with a good elevator pitch. *Wound Care Advisor*, 2(3), p.34-35
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