YOUTH LEADERSHIP · GRADES 6–12

INDIVIDUAL OR GROUP

The Pitch

You have an idea. Can you get someone else to believe in it?

A great idea doesn't go very far if you can't explain it.

Whether you're asking a business for sponsorship, inviting an organization to partner with you, recruiting volunteers, presenting to your school, or asking someone to fund your idea, you need to be able to clearly explain what you want to do, why it matters and why they should get involved.

YOUR CHALLENGE

Create a pitch for an idea that makes a difference and deliver it to a real audience.

STEP 1 What are you pitching?

Start with what you've already discovered.

MY CAUSE What issue do you care about?	
MY IDEA What do you want to do?	
THE NEED What problem or need does your idea respond to?	
WHO OR WHAT WILL IT HELP?	
THE IMPACT What could change if your idea works?	

WHAT DO YOU NEED TO MAKE IT HAPPEN? Check all that apply.

- ☐ Funding
- ☐ Volunteers
- ☐ Permission
- ☐ Something else _____
- ☐ Supplies
- ☐ Promotion
- ☐ Transportation
- ☐ A location
- ☐ Expertise
- ☐ A community partner

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Build Your Pitch

Five parts, one clear ask.

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STEP 2 Know your audience

A pitch isn't only what you want. It's understanding the person on the other side.

WHO ARE YOU PITCHING TO?	WHY ARE THEY A GOOD FIT FOR YOUR IDEA?	WHAT MIGHT MATTER TO THEM?

STEP 3 The 5 parts of a great pitch

1	**THE HOOK** Get their attention. Start with a question, fact, short story or idea that makes them want to keep listening.	
2	**THE WHY** Why does this matter? Explain the issue or need and who or what it affects.	
3	**THE IDEA** What are you going to do about it? Someone hearing it for the first time should understand it.	
4	**THE IMPACT** What could their support help make possible? Be specific wherever you can.	
5	**THE ASK** What exactly do you need from them? Be specific. Are you asking for money, supplies, time, space, promotion, expertise or something else?	**WE ARE ASKING FOR:**

MAKE THE ASK CLEAR

A strong pitch doesn't make people guess what you need. Make the ask clear.

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Make the Pitch

Draft it, then practise it before it counts.

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STEP 4 Put it together

Now turn the five pieces into a pitch.

HOOK	WHY	IDEA	IMPACT	ASK

THE 60-SECOND CHALLENGE

Use your five parts to write a clear 60-second pitch.

STEP 5 Practise it

Pitch it to a friend, classmate, teacher or family member first. Ask them:

Did you understand my idea?	☐ YES	☐ NOT COMPLETELY
Did you understand why it matters?	☐ YES	☐ NOT COMPLETELY
Was my ask clear?	☐ YES	☐ NOT COMPLETELY

WHAT WAS THE STRONGEST PART?

WHAT COULD I MAKE CLEARER?

TIME YOURSELF _____ seconds

THEN REVISE.

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Into the Real World

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Make the pitch, then look back at what you learned.

STEP 6 Take it into the real world

Now make the pitch. Choose how you'll deliver it.

- [ ] In person
- [ ] Letter
- [ ] Social media or digital campaign
- [ ] Presentation
- [ ] Video
- [ ] Other
- [ ] Email
- [ ] Phone call

WHO I PITCHED	WHAT I ASKED FOR	WHAT HAPPENED

DIDN'T GET A YES?

That's part of pitching. A no doesn't always mean your idea isn't good. Ask what you could improve, learn from the response and decide whether to revise your pitch or approach someone else.

WHAT DID YOU LEARN?

What part of pitching felt easiest?

What was hardest?

What would you change before making your next pitch?

What did you learn about asking others for support?

Great ideas can start with one person. A great pitch can get others to believe in them too.