

5P's of pitching

PHILANTHROPY & PARTNERSHIPS TRACK

Linda Garnett & Sharon Dann

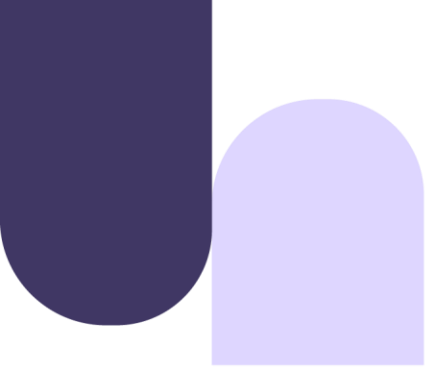
Stellar Partnerships



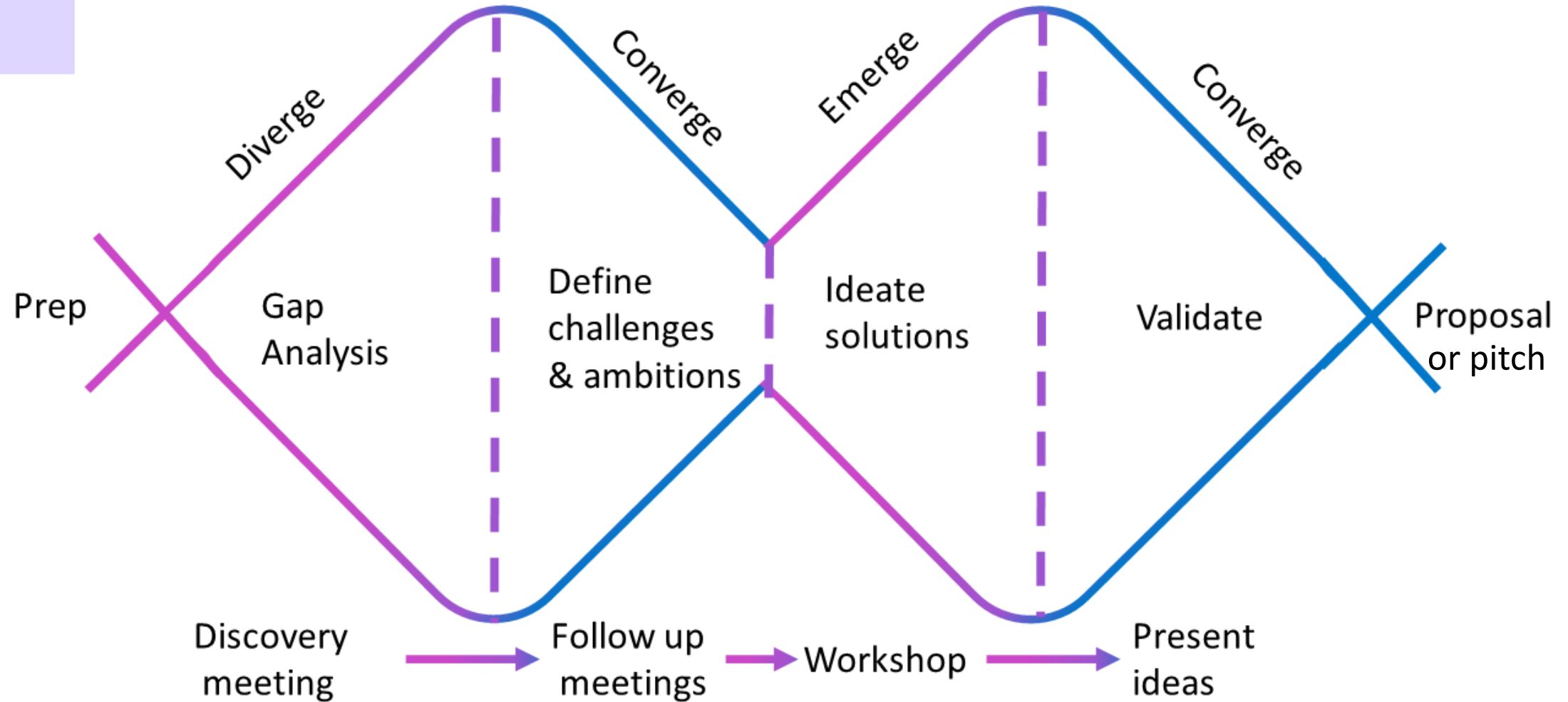
Philanthropy & Partnerships
Track

Sponsored By:





Where the pitch goes



1. Planning & preparation

- Research
- Hypothesis
- Discovery meeting
- Why them?
- Your offer
- UVP

Will their business be worse off if they don't partner with you???



2. Perspective

- WIIFM
- Research & insights from your networks
- Internal pre-pitch meeting
- Synergies

Have you addressed their needs and priorities?



3. Partnership profile

- Why now & why us?
- What can we achieve?
- How?
- Who will manage the partnership?
- How does success look?
- What impact?

Paint the picture of the partnership. Don't make them do all the work.



4. Proof

- Your credentials
- Testimonials
- Partner case study
- Tangible partnership successes –
inc. pictures and video
- Use their language

Tip:

- Include measurement points
in your contracts

Do you
have an
evidence
bank?

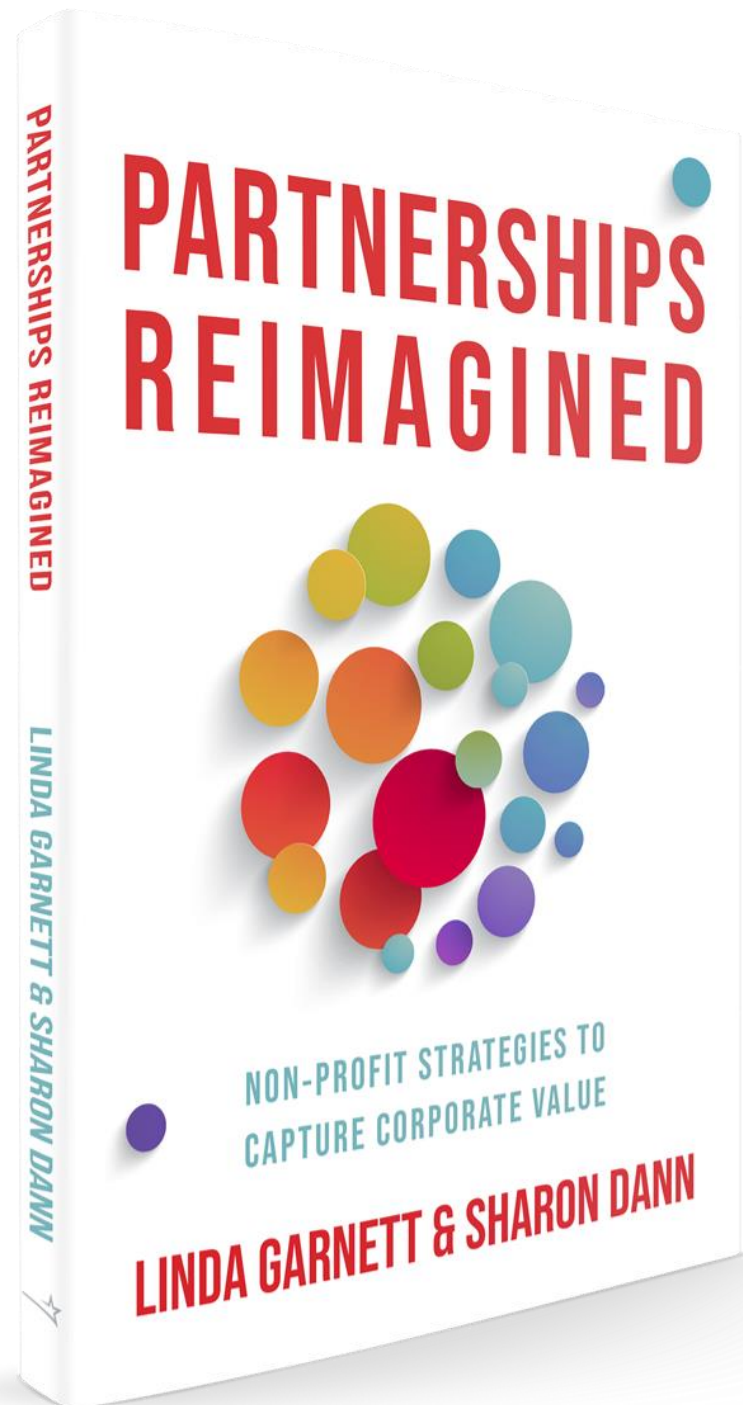
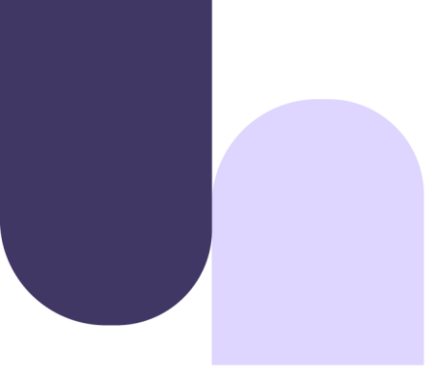


5. Panache - aka 'pimp my pitch'

- Bring it to life!
- Props and visuals
- Bring a friend
- Make them remember you

Engage them emotionally





1

Preparation

Do your background research and have a meeting plan. Be clear on your big ambitions, what you need from them and what you can offer. Can you provide something they couldn't achieve alone?



2

Perspective

Put yourself in their shoes and address their pain points, strategic priorities, and ambitions. Demonstrate the synergies between you and what you have in common. Show how you can be a solution to their business challenges and social purpose goals.



3

Profile

Outline what you can achieve together and the impact the partnership will create. Tell them why the partnership is urgent now. Paint a picture of future success. Build a strawman for the partnership and the key activities to test and refine together.



4

Proof

Show you're a credible partner. Provide testimonials, examples and case studies from other partnerships. Demonstrate the tangible business results that other partners have achieved, not just the social outcomes.



5

Panache

Pimp your pitch and bring it to life. Engage the audience emotionally through props, visuals, videos and stories. Bring a program beneficiary or existing partner to talk about you. Leave them with an experience that makes them remember you.



5P's of Pitching



**FIA
Conference**
2024

Thank you



Philanthropy & Partnerships
Track

Sponsored By:

