MAKING A PITCH

WORKSHEET

What are funders looking for in an organization?

Whether you’re talking to an individual donor, a funding institution, or an allied group, there are key questions you need to answer when making your pitch for support. Included below is an outline to help guide your proposal. Referencing your plan and your new budget, try to provide the relevant information about your campaign for each section below.

1. Context – Who are you and what do you do?

Your Example:

1. Issue – What’s the problem that you’re going to address?

Your Example:

1. Solution – What are you going to do to solve the issue?   
     
   Your Example:

1. Impact – How will what you do change the world?   
     
   Your Example:

1. Ask – How much money do you need and what are you going to spend it on?   
     
   Your Example: