

SOCIAL CHANGE LEADERSHIP
MARKETING & MESSAGING



Sample Pitch

FOR BETTER FUNDRAISING RESULTS

SHARE WITH PROSPECTIVE DONORS

Sample Pitch

Please find below a sample pitch you can customize for your own fundraising purposes.

Remember, when pitching it is always better to be brief, and add more details depending on the potential supporter's interest and follow-up questions.

💡 Pro Tip: Practice by recording yourself and listening to where you are strong and where you struggle.

GENERAL PITCH STRUCTURE

GENERAL INFO

- Introduce yourself: Name, school, grade/level/ program

ABOUT THE PROGRAM

- I am an aspiring Social Change leader, and am part of a Social Change Program run by a Canadian charity that works to support girls living in poverty in Ghana, West Africa to lead their families and communities out of poverty.
- The program teaches Canadian youth marketing, fundraising and leadership skills so that we develop the skills and experience to become effective Social Change makers for what we are passionate about.

ABOUT ME

- Please explain your reasons in your own
- I am really excited to have joined this program as a leader because _____
- My dream is to _____
- The change I dream of leading is _____
- I have always wanted the opportunity to lead.
- I wanted to grow my confidence and prove to myself I could succeed with this challenge.
- I am passionate about business and this was a great opportunity to gain experience while supporting a good cause.

THE ASK

- Today we are looking for _____ (Donations of \$____, sponsorship, product/ service donation for raffle, etc.), and we are hoping you might be able to support us.

THE IMPACT

- For your donation of \$____, you will be supporting _____ (impact for the module you are in)

CREATE CHANGE GENERAL INFORMATION

You can add further information to your pitch depending on your potential donor's questions.

THE BASICS

- Create Change Foundation was started by a development professional from Vancouver (Shannen O'Brian) who had lived and worked in Africa for many years. Shannen started Create Change that aims to provide young girls with the education, training and opportunity to lead since women's empowerment is recognized as the most effective tool in tackling extreme poverty.
- The organization was founded in an effort to create a charity that differed from large corporate charities, where people living in poverty could lead change themselves.

CREATE CHANGE IS UNIQUE BECAUSE

- As an organization set up to support youth, it involves youth in both Canada and Ghana to help lead the organization.
- It is free from corruption. Create Change hires their student alumni to lead the organization. Since they were once beneficiaries themselves, the organization's team of young women are devoted to the organization's mission.
- Donors can make a genuine difference as their support will affect people living in poverty, not the charity's marketing budget, since it is youth like myself who are fundraising on the charity's behalf. Over 90% of funds that students raise go towards programs in Ghana.
- Although it works overseas, Create Change is a Canadian charity that is based in Vancouver, BC. Students involved in the Social Change Program get to work with directly with the Founder and Executive Director through an online format.



Social Change Leadership

WE ARE IN THIS TOGETHER.

