

## How to Pitch Your Program

### *What is a Program Pitch?*

- A short description of your program that you share with someone of what you do and why it is important.
- It should typically be 30 seconds or less.

### *Why Should I Have a Program Pitch?*

- Delivering a crisp, clear, and consistent message is an effective method of communicating to an audience.
- A program pitch allows you to quickly highlight the importance of your program and the services offered

### *What Should A Program Pitch Accomplish?*

- Grab and sustain the attention of the audience
- Persuade the audience to act or support your work
- Leave the audience with an unforgettable impression of your work

### *When Should I Use a Program Pitch?*

- Use your program pitch when conversing with one of your target audiences (families, funders, media, etc.).
- Your program pitch can be used to highlight the accomplishments and successes of your program or to demonstrate the need for the services your program provides.
- Please refer to the talking points for specific matters to highlight when speaking with each audience.

## Program Pitch Checklist

| Title                                      | Program Pitch Checklist  | Check                    |
|--|--|--------------------------|
| Target Audience                            | Specify your target audience <ul style="list-style-type: none"> <li>• Community, families, Tribal leadership, government, funders, media</li> </ul>  | <input type="checkbox"/> |
| Topic                                      | Identify your topic <ul style="list-style-type: none"> <li>• Maternal and child health, home visiting, family support, child development, early learning</li> </ul>                              | <input type="checkbox"/> |
| 2. Who are you?                            | Introduce yourself, your name  | <input type="checkbox"/> |
| 3. What do you do?                         | What is your title? <ul style="list-style-type: none"> <li>• What is the organization your representing</li> </ul>   | <input type="checkbox"/> |
| 4. Who do you do it for?                   | Who is the audience you are serving? <ul style="list-style-type: none"> <li>• “We serve the needs of children and families”</li> </ul>   | <input type="checkbox"/> |
| 5. What need are you working to address?   | Finding from a needs assessment, data or fact <ul style="list-style-type: none"> <li>• Current rates of pre-term birth</li> </ul>  | <input type="checkbox"/> |
| 6. What are you doing to address the need? | Implementation of a program, a strategy, a model selection <ul style="list-style-type: none"> <li>• “We provide home visiting services” to families which help reduce pre-term births</li> </ul> | <input type="checkbox"/> |
| 7. What is the impact of your actions?     | Facts and findings from local or program data <ul style="list-style-type: none"> <li>• “Our program has led to” prevention of pre-term births in all the families we serve.</li> </ul>           | <input type="checkbox"/> |
| 8. What are the facts?                     | Select a fact/statistic/anecdote as supportive evidence <ul style="list-style-type: none"> <li>• “Research/data shows” pre-term birth is reduced with quality prenatal care</li> </ul>           | <input type="checkbox"/> |
| 9. how can I support you?                  | How can they assist in your cause? <ul style="list-style-type: none"> <li>• Refer pregnant women to our program</li> </ul>   | <input type="checkbox"/> |

|                                     |   |                          |
|-------------------------------------|---|--------------------------|
| 10. What makes your program unique? | Cultural adaptations, high performance areas, location <ul style="list-style-type: none"> <li>• “We are the best in” retention rates in the county</li> </ul> | <input type="checkbox"/> |
|-------------------------------------|---|--------------------------|

## Program Pitch Template– Match the numbers to checklist

### EXAMPLE

Hi, my name is **(2)** Jane Martin. I am a **(3)** home visitor with **(4)** the Home Visiting program at ABCD organization. Did you know that/Have you heard that **(5)** our community has a challenge, over 50% of addressable developmental issues in children go unnoticed by parents because they are not aware of signs. Well, what we are doing is **(6)** providing training in child development and health to caretakers to **(7)** enhance their ability to raise a strong and healthy baby. **(8)** The earliest years of a child’s are often the most important in terms of brain development. **(9)** Unaddressed developmental issues can lead to behavioral and learning challenges in the future. Can you assist us in helping spread the word about the services we provide? **(10)** We are the only organization that provides home visits in this community and want to reach as many caretakers as possible.

