

Tell your organization's story in just 10 minutes
Alliance for Children & Families Workshop Outline
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Rotary pitch including opening public-service spot (video)

Introductions and workshop expectations

Rotary pitch background

Outcome: won the competition, fundraising results \$4.2 million so far

Pitch consulting

- Why/how consultant involvement for pitch/presentation
- Telling your story effectively
- What creates impact (7/40/53)
- Good presenters aren't just born with it
- In high stakes situations, you wouldn't want to walk away knowing that you didn't do all you could!

The Inspiration

This stage is not quite preparation

Key points to remember

- Have a concise vision
- Analyze your audience
- Develop the message the audience needs to hear, not what you want to tell them
- A FEW key messages
- The impact
 - What will inspire the audience?
 - Why people choose—the emotional components of a decision
- Share passion, create excitement, give confidence, help them relate, provide measurements
- Use appropriate resources for appropriate roles
- Get consultant, board and staff feedback—as CEO, must be willing to expose yourself, be truly open to feedback
- Use staff for various pieces
- Stay true to your values
- Realize you're honestly competing with other groups

The Preparation

Key points to remember

- Realize this is a performance —not disingenuous but still a performance
- Prepare and customize your presentation for the specific audience
- Know the audience—things such as:
 - What's important to them?
 - Cultivate internal champions—not obviously but do it
 - Learn formal and informal rules
 - Visuals—PPT or not? What else?
 - Rehearse—every detail of *how* it will be presented
 - Attire—how does the audience need to see you?
- Hook them emotionally but give them the rational reasons to buy in, which will justify their decision
- Research

The Execution (and Follow-Up!)

Key points to remember

- Roles—who involved and why? Purpose for each.
 - CEO—long-term partner, need to feel trustworthy
- Tell it like a story
- Be influential without lobbying
- Be genuine—gracious, with excellent follow-through
- Put as much effort into the “pre-pitch” written documents as into the pitch
- Make the case—structure for impact
- Create an emotional connection
 - Don't exploit it
 - Do leverage it
 - Don't fake it
 - Truly connect with heart
- Keep all subsequent presentations on point
- Tailor the message to individuals
- Find ways to have a continuing relationship

Our key learnings

- Focus on the audience!
- Really develop and hone the key message that will compel this group—what will inspire this particular audience?
- We need to spend more time preparing all aspects based on the group to whom we're presenting. The same presentation will/should be different and delivered differently for different groups.
- We wouldn't have honed our message for other events and fundraising purposes had we not had the Rotary opportunity. Now we challenge ourselves consistently to make sure we're on target for the situation.

- Challenge the way you do things—be open to feedback and new ways of saying and doing things. Prepare differently. Do all you can—focus less on getting every word exactly right and more on how you say the words. People don't remember what you say but they do remember how they felt at the end!
- Not-for-profits tend not to use emotion, but it's a strength to leverage—sincerely connecting on an emotional level increases your chance of success, rather than just using stats/facts.