The Pitch

It’s time to sell your idea and get your school community on board.

Here are some tips to get you started:

* Find a hook -a great opening line, a catch-phrase or slogan
* Solve a problem that people care about
* Sell the benefits
* Tell a story – tap into people’s emotions and give them a reason to care
* Back it up with facts – statistics, expert opinions
* Short and sweet

| **Question** | **Answer** |
| --- | --- |
| What are your team’s strengths? |       |
| What is your Mission? |       |
| Why have you chosen your mission? |       |
| Who is going to benefit and how? |       |
| What are the risks and how will you avoid them? |       |
| What would you say, to “sell” your Mission? |       |