



## SVP Denver Pitch Cohort Scope

### **Project Scope and Description**

SVP Denver will support a cohort of organizations to refine the storytelling of their organization's impact as well as their pitch. This will allow nonprofits to better articulate how their work leads to meaningful changes and how to request funds (investments and/or grants) to support that work.

There will be four to six nonprofits in this cohort which will last approximately eight weeks. Each nonprofit will be assigned a co-learning coach from SVP Denver to advise them and provide feedback as they go through the process.

Organizations will meet virtually every other week for four 45-90 minute lessons. The lessons will discuss the core concepts involved in an effective pitch, including clearly articulating the organization's story in a compelling way, as well as how to skillfully present their finances and request funding. Between lessons, organizations will convene one 60-90 minute meeting with their coach and core design team to work on a homework assignment, and will be asked to submit their homework prior to the next lesson. After the first three sessions, organizations will have a draft pitch deck and will collect feedback on it from other key stakeholders before solidifying their final product. At the final session, they will share the pitch with the cohort and get feedback.

In addition to the pitch deck, this participatory approach will leave each organization with a deeper understanding of storytelling, finance, and marketing and sales concepts to further refine their pitch over time.

### **Project Participants and Roles**

Each participating nonprofit will establish a Pitch design team from their organization's staff or advisors. This team will collaboratively refine their organization's pitch following the guidance of the facilitator. Each team will also have one coach, an SVP Denver partner-member, who will serve as a third-party reviewer and thought partner through the process. SVP Denver partner-members will have one of two roles in this cohort:

- **SVP Facilitator** (1-2 individuals with extensive professional experience in the topic): Responsible for designing the cohort curriculum and facilitating bi-weekly workshops. These workshops are intended to help organization team members understand important key pitch concepts and set them up to self-facilitate their own pitch drafting process which will occur as "homework" between sessions. The SVP Facilitator will also provide feedback on homework created through this process.
- **SVP Coach:** Each participating organization will be paired with one SVP partner-member with business and/or nonprofit subject matter expertise to serve as their coach. The coach is expected to participate in all "homework" meetings, and will provide feedback on drafts created through this process. The feedback from the



facilitator and coach is intended to be independent - both will have ideas or suggestions for drafts, and ultimately it's up to each organization to decide which suggestions to take.

Prior to beginning this cohort, we suggest participating organizations determine team members or advisors who will serve in the following roles:

- **Internal Project Lead:** One of the design team members will be the pitch project lead: the internal facilitator of their organization's pitch refinement process. They will create initial drafts of the organization's pitch deck that other team members and coach will review. The internal project lead may delegate facilitation or drafting responsibilities, but is ultimately accountable for making progress on this project. **This person should commit two to five hours per week over the duration of the cohort.**
- **Core Design Team Members:** This should be a group of two to five individuals. It is important that all core design team members can participate in every design session, which will be held in between our bi-weekly cohort meetings. While it is important that this team works well together, diversity of perspective is also important. We recommend engaging different staff levels (e.g., not just the executive team including members who lead business development and/or communications) as well as at least one person who is not on your staff (e.g., a board member or committed volunteer) in this group. **Each member of this group should commit one to three hours per week over the duration of the cohort.**
- **Other Stakeholders to Consult:** During this process you will be asked to share a draft of your pitch with at least three other individuals who are not a part of your organization but can provide helpful feedback. Start thinking about who these individuals might be now. Again, diversity in perspective is important.

### **Project Outputs**

By the end of this project your organization will have:

- A refined pitch deck describing your organization in a compelling way including sharing your organization's story with a clear hook and an organized presentable set of financials to use as a clear ask to potential funders/investors.

### **Project Outcomes**

Engaging in this project should provide your organization some of the following benefits:

- Increased knowledge of key program design concepts
- Time to critically reflect on how to effectively share the story of your organization's impact as well as how to determine the appropriate "ask" for strategic stakeholders (potential corporate or foundation funders, individual donors, etc.)



### **Project Intended Impact**

Participation in this cohort should have the following impacts:

- Greater team alignment on your organization’s who, what, why and how
- Greater team understanding of how to share your organization’s impact with others
- Potential for new funding streams to support your work
- Stronger tools for communicating what your organization hopes to achieve with funders

### **Scope Exclusions**

Things that we cannot accomplish within this scope:

- **Revisiting Mission/Vision:** This process assumes that your organization is aligned on its overall mission and vision. Your pitch will help you share how you achieve your mission. However, if there is significant disagreement on what the mission or vision should be, creating a pitch may be difficult.
- **Graphic Design:** SVP Denver will suggest approaches for graphic design elements of your pitch deck however, we are unable to provide graphic design services as part of this cohort. In lieu of that, we will recommend ways to find graphic design support that organizations can pursue.
- **Fundraising Strategy:** The intent of the cohort is to develop a deliverable for your organization to leverage in pitches to potential funders, however the cohort will not involve the development of a specific fundraising strategy to create that plan.

### **Timeline**

The group sessions are scheduled to meet as outlined below though this schedule is subject to change based on participant availability. Exact group session date/times will be set at the start of the program, according to participant availability.

Your organization’s design team will meet with your SVP coach on the “off” week between group sessions; you will set that schedule directly with your coach.

<b>Date</b>	<b>Event</b>
Week 1	Group Session 1 (90 minutes)
Week 3	Group Session 2 (60 minutes)
Week 6	Group Session 3 (60 minutes)
Week 8	Group Session 4 (90 minutes)



**Agreement to Proceed**

I commit my team to the project and commitments as described above and authorize the team to proceed:

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Name/Organization/Title

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Signature

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Date