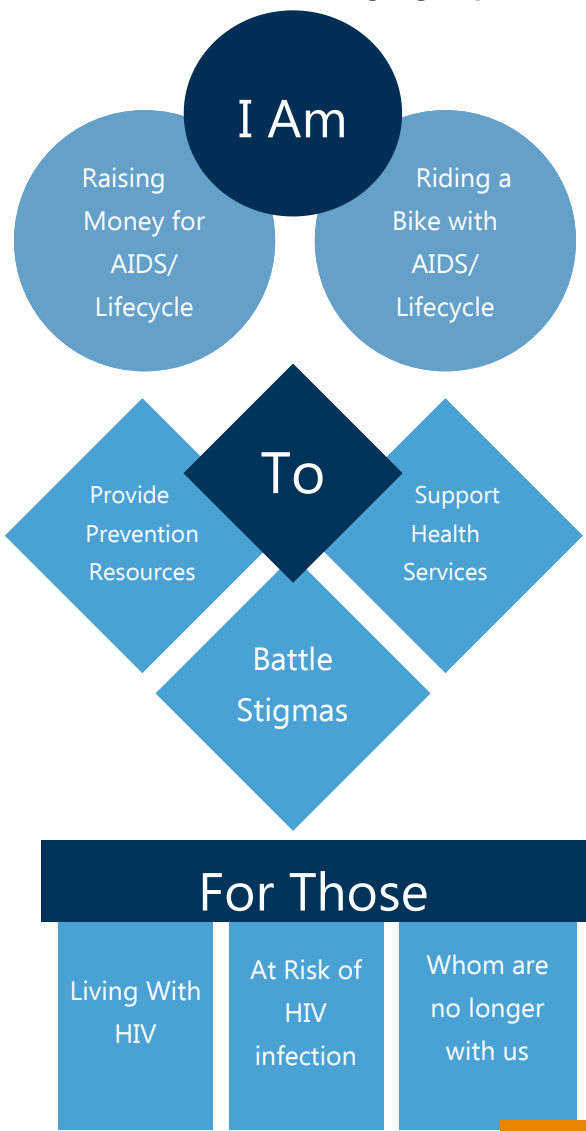


Fundraising starts with an “ask”. It can be scary, but a great pitch can make it easier and take your supporters on the journey with you.
Use this worksheet to make a perfect pitch that is uniquely you! Then practice it in the mirror to get comfortable!

1. ACT

What is this all about? Give your audience insight to what you’re doing, and why. This flowchart will help you explain how your **Actions Create value** for a **Target group**.



2. APPEAL

Who cares? Explain why your donors should care about what you’re doing. Match a **Statistic** in the first column with an **Outcome** in the second column to create your **Emotional Appeal**.

1. More than 130,000 people in California alone are living with HIV.

2. In the US, 1 in 8 people are living with HIV but don’t know it.

3. Tens of thousands of people living with HIV/AIDS in the U.S receive assistance under the Affordable Care Act and other programs.

4. African Americans and homeless represent a disproportionately large percentage of new HIV infections
- Luckily, AIDS/LifeCycle has helped to....
- A. Connect more than 5,000 people with access to Pre-Exposure Prophylaxis (PrEP)

B. Provide more than 45,000 HIV and STI screenings annually through the SFAF and LALGBT Center.

C. Advocate for policy at the local, state, and federal level to protect the rights of people at risk for and living with HIV.

D. Provide programs and services for many walks of life, including those disproportionately at-risk for or affected by HIV.

3. ASK

How can they help? Now that you’ve got their attention, tell your audience exactly what you need from them. Pick an ask and fill in the blank with an answer that fits your audience. Don’t let a “no” stop you; try different asks to get **Engagement**.

Will you donate _____
A. \$10
B. \$100

Will you help me raise funds by sharing my message _____
A. on Facebook
B. with your coworkers

Join the mission!
Register to _____
A. Ride
B. Roadie
C. Volunteer

4. PITCH *but make it personal!*

Put all the parts together to create a cohesive pitch. Sprinkle in some of the **Hooks** below, or use some of your own to keep it lively and

- ◆ You’re a lifesaver!
- ◆ Together we will END AIDS
- ◆ I Ride/Roadie to END HIV
- ◆ Help me make the journey from SF to LA
- ◆ Everyday heroes make history

The more you practice your pitch the easier it’ll be. Try leaving yourself a voicemail to see how your pitch sounds!