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.

   ![Flowchart Diagram]

   **For Those**
   - Living With HIV
   - At Risk of HIV infection
   - Whom are no longer with us

   **I Am**
   - Raising Money for AIDS/Lifecycle
   - Riding a Bike with AIDS/Lifecycle
   - Provide Prevention Resources
   - Support Health Services
   - Battle Stigmas

   **To**
   - Support Health Services
   - Battle Stigmas

   **Luckily, AIDS/LifeCycle has helped to...**
   - Provide programs and services for many walks of life, including those disproportionately at-risk for or affected by HIV.
   - Advocate for policy at the local, state, and federal level to protect the rights of people at risk for and living with HIV.
   - Provide more than 45,000 HIV and STI screenings annually through the SFAF and LALGBT Center.
   - Connect more than 5,000 people with access to Pre-Exposure Prophylaxis (PrEP).

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.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 130,000 people in California alone are living with HIV.</td>
<td>A. Connect more than 5,000 people with access to Pre-Exposure Prophylaxis (PrEP)</td>
</tr>
<tr>
<td>In the US, 1 in 8 people are living with HIV but don’t know it.</td>
<td>B. Provide more than 45,000 HIV and STI screenings annually through the SFAF and LALGBT Center.</td>
</tr>
<tr>
<td>Tens of thousands of people living with HIV/AIDS in the U.S receive assistance under the Affordable Care Act and other programs.</td>
<td>C. Advocate for policy at the local, state, and federal level to protect the rights of people at risk for and living with HIV.</td>
</tr>
<tr>
<td>African Americans and homeless represent a disproportionately large percentage of new HIV infections</td>
<td>D. Provide programs and services for many walks of life, including those disproportionately at-risk for or affected by HIV.</td>
</tr>
</tbody>
</table>

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!