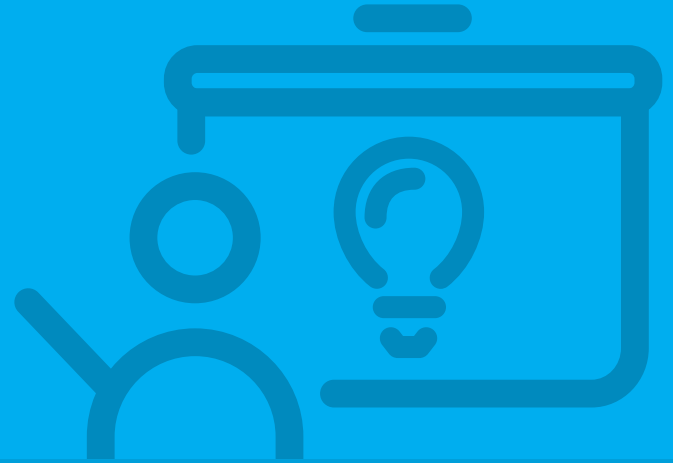


Adolescents will create a pitch for a project idea and learn how to present it to different audiences.



 3/5

 4/5

 4/5

 30-45 min



## Activity Overview

### Purpose

Develop “pitch statements” to convince others to support and participate in their project.

### Objectives

Adolescents will be able to:

- ▶ Think critically about different aspects of a project, and its relevance and value to others.
- ▶ Describe the project and explain its value to others.

### Competency domains

Communication and expression; Empathy and respect.

### Works well for

Adolescents who have chosen a challenge topic and are ready for the next steps in building their project ideas.

### Phase

Taking Action.

### Before

The Adolescent Circle should have agreed to a project or challenge topic that they will work on together. Choose a challenge topic is one activity they can use to do this.

### After

Adolescents can use the “pitches” they developed to plan follow-up activities to engage supporters and convince beneficiaries to participate in their projects.

### Preparation

Prepare flipchart with the table below before the activity begins.



1

## Explain:

A 'pitch' is a message about your project that you share to convince people to support and/or benefit from the project. It is called a "pitch" because, like pitching a ball to a player in baseball, football or cricket, you are throwing an idea to someone, and you hope he or she will connect with your idea.

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Write 'Supporters' and 'Beneficiaries' at the top of the marker board, as the headings of two columns.

## Facilitator says:

"Who are some of the people who might support your project? Who are some of the people who might benefit from your project - if it is a performance or event, who might attend? If it is a product, who might buy it?" List adolescents' responses.

3

## Explain:

A pitch can be used to present your idea, and convince different types of people about your project idea. Creating and using a pitch will also help you clarify the key elements of your idea and refine how you talk about it.

### The pitch should:

- ▶ Include a clear, simple explanation of your project or idea - Try to describe it in two sentences, in less than 30 seconds.
- ▶ Convincing reasons why your project or idea is valuable or relevant, and why supporters should support it and/or how beneficiaries can benefit from it.
- ▶ Be adjusted for different audiences - When speaking to potential supporters you may use different messages to convince them than you would use with beneficiaries or customers.
- ▶ Be interesting or exciting.

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- ▶ Be presented in a way that is accessible and interesting for the audiences - For example, you might approach people directly and share your pitch verbally, or you might create posters, flyers, or a radio or video advertisement for your project or idea.

Ask adolescents to write the following chart on a piece of paper and fill in their answers. Explain to adolescents that they should be prepared to share their pitch verbally, even if they are also considering presenting it through other kinds of materials such as brochures or advertisements.

**Note:** If adolescents think of different categories of supporters or beneficiaries, encourage them to consider developing different pitches for those different audiences.

Supporters	Beneficiaries/ Customers
Why should they support your project?	How will they benefit from your project?
Write your pitch (2-3 sentences):	Write your pitch (2-3 sentences):
Write three more reasons to convince supporters:	Write three more reasons to convince beneficiaries/ customers:
How will you present your pitch? Describe your materials or approach for pitching to supporters.	How will you present your pitch? Describe your materials or approach for pitching to beneficiaries or customers.



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### Sharing and Take Away

Invite participants to take turns sharing their pitch statements verbally with the group. They should practice trying to speak in a convincing and engaging way.

#### Discuss:

- ▶ Which pitches that you just heard were most convincing? What made them convincing?
- ▶ Did developing your pitch idea help you to think about your project or idea in a new way?
- ▶ How can we use your pitch ideas as you move forward with your projects?

### Do & Don't

- ✓ Give adolescents time to practice their pitches.
- ✓ Support adolescents in planning how they will use their pitch ideas in constructive ways as they carry out their projects.
- ✗ Push adolescents to pitch their ideas to adults in the community if doing so will put them at risk or create confusion about the purpose of their projects.

### Adaptation

**Low-literacy adaptation:** Have participants try to memorize a short 10-20 second pitch instead of writing it down.

### Environment

Indoor or outdoor space.

### Supplies

- ▶ Flipchart paper.
- ▶ Markers.

### Improvise

Adolescents can each role play their pitch to a certain type of audience, then do it again for a different type of audience. Adolescents in the audience can pretend to be the different types of audiences (for example, youth, adults, leaders).

### Continue

Adolescents can use the 'pitches' they developed to plan follow-up activities to engage supporters and convince beneficiaries to participate in their projects.