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We4Change
Girls and Women Connecting for Environmental Change

# We4Change: Girls and Women Connecting for Environmental Change

## We4Change Changemakers Event Curriculum

## "Get ready to pitch your project" Workshop

## Tool worksheet

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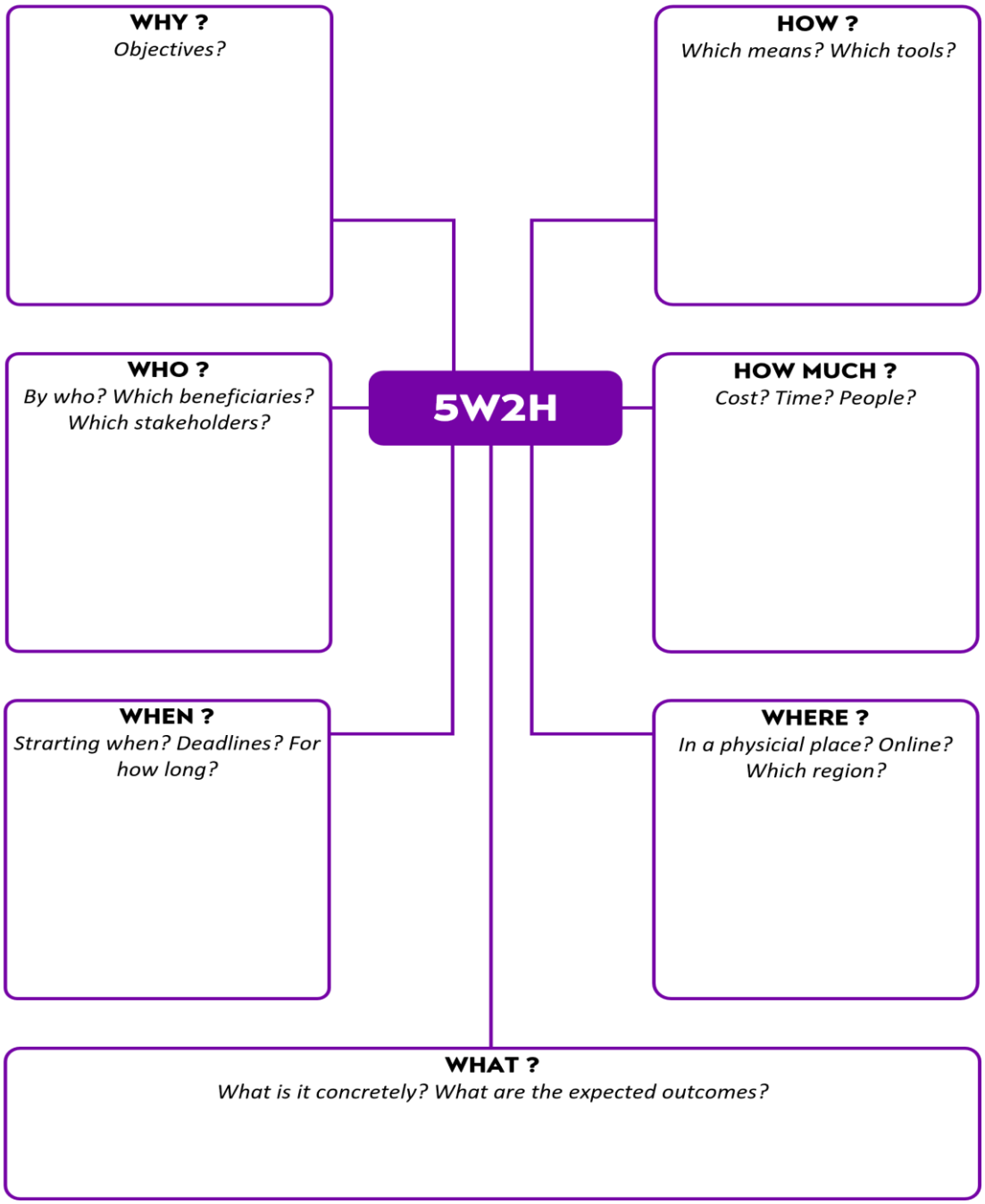
## Practice 1: 5W2H

Your turn! Take 10 minutes to try to answer a maximum of these 7 questions, for the project you have been developing with your group since yesterday. The idea here is for you to precise your own understanding of the project and it will be interesting to share it with the rest of your group afterwards.

Don't worry, 10 minutes is quite short to answer all these questions, it's ok if you don't manage to do it all!



## Practice 2: The pitch sentence

Your turn! Now that you went much more into details thanks to the 1st exercise (5W2H), the idea is now to be able to deliver the right message and to do so, identify and organise the key elements to best present the project.

Take 5-7 minutes to try to fill this text, which will allow you to present your project in one sentence! Once again, it can be quite complicated to do this exercise, even more in such short timing. So, no pressure, let's just try!

**Our**.....

.....

.....

**help(s)**.....

.....

.....

**who want to**.....

.....

.....

**by**.....

.....

.....

**and**.....

.....

.....

**(unlike)**.....

.....

.....

## Practice 3: The pitch CANVA

If you want to present your project with a little bit more details than the previous exercise, you can use this CANVA to help you structure you pitch and make sure you deliver the right message. Take 7 minutes to discover it and try to fill in it to present your project.

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**1- Identification :** Introduce yourself

**2- Problem :** Introduce the issue you are tackling, by creating empathy with your audience

**3- Target :** Who are you targeting ? Who would be your clients ? Beneficiaries ?

**4- Solution :** What do you offer to solve this issue ?

**5- Competition advantage :** What makes you solution different/better from other actors ?

**6- Impact :** What is the impact you will generate through your project ?

**7- Needs :** What do you need from your audience ? To make your project grow ?

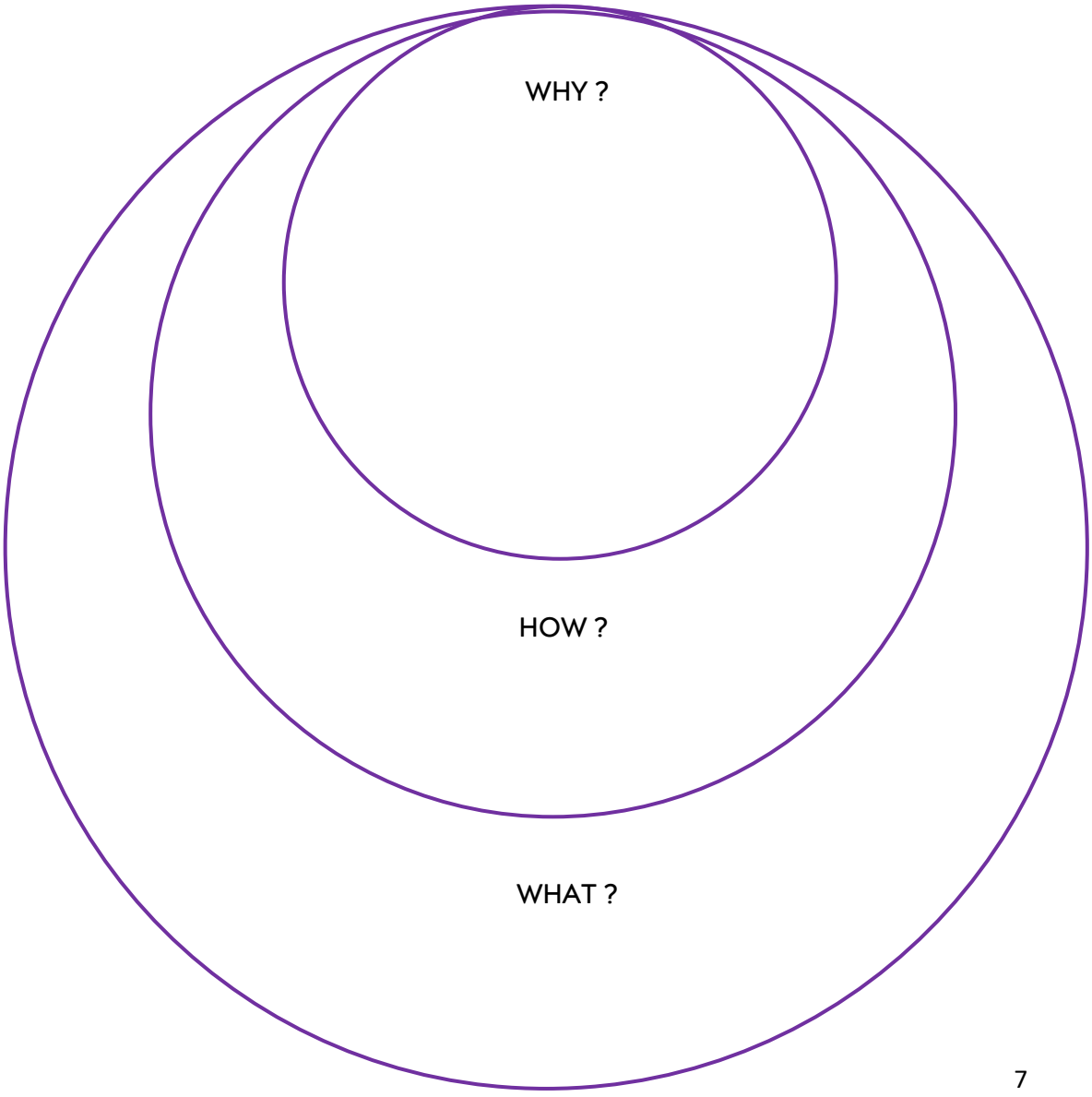
**8- Call to actions :** What are the next steps to support your project ?

## Practice 4: The story around your "WHY"

Finally, to keep your audience's attention up, you can start your pitch with a story. A good tool to find this story is the Golden Circle which helps you focus on your WHY. Take 10 minutes to imagine the story you could tell to help your audience understand why you decided to embark in this journey, why you chose to address this issue, why is your project useful, etc.

This story can be used either in the box 1-Introduction or 2-Problem/3-Target of your CANVA, depending on who you want to talk about (yourself or the ones who will benefit from your offer).

Your HOW and WHAT, will intervene in the 4th and 5th box of you CANVA (top present your solution and competitive advantage).



Try to write the story to introduce your pitch: