

onecause® | WEBINAR

# Perfect Your Elevator Pitch

Craft Your Message to **Inspire Support** and  
**Drive Change** **LIVE NONPROFIT WORKSHOP**



**John Mark Vanderpool**

Co-Founder  
Social Impact Solutions



Wednesday, April 24, 2024



# Beyond The Webinar

- **Engage With Us**
  - Q & A and Chat (defaults to host/panelists)
  - Share with friends on social
- **Continuing Education Credit**
- **Webinar Wrap-up**
  - Webinar on-demand: [onecause.com](https://onecause.com)
  - Wrap-up email with Webinar recording
  - Exclusive content
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  - Drive future Webinar content



Learn more about the OneCause Fundraising Platform



# PRESENTERS



**Dawn Lego (she/her)**

Director, Brand Engagement  
OneCause



**John Mark Vanderpool (he/him)**

Co-founder  
Social Impact Solutions

# Elevator Pitch Workshop





**Craft a compelling pitch to  
capture donor attention and  
ignite action**

By Social Impact Solutions

# Quick Poll

*Do you already have an elevator pitch?*



# Fundraising Can Be Hard

The complexity of nonprofit organizations can make it difficult for donors to grasp their work.

Donors have limited time, attention, and understanding, making it challenging to fully engage them.





# Donors Are Busy!

Confusion about the nonprofit's purpose and impact can lead to hesitation and inaction among potential donors.

Missed opportunities to connect with donors hinder the nonprofit's ability to secure funding and achieve its goals.







# Inspire Donors With An Elevator Pitch.

An Elevator Pitch is a concise and persuasive statement that summarizes an organization's mission, impact, and call to action.

By crafting a clear and compelling Elevator Pitch, nonprofits can effectively engage with donors and secure the necessary funding.





# Strengthen Donor Engagement.

Donors gain a clear understanding of the nonprofit's value proposition and the impact they can make through their contributions.

Increased donor enthusiasm and engagement lead to more donations and a stronger financial foundation for the nonprofit.





# Unlock New Growth.

Unclear messaging can confuse potential donors and deter them from supporting the organization.

Missed opportunities to connect with donors and secure funding can restrict the nonprofit's ability to make a meaningful impact.



# Let's Create Your Nonprofit Elevator Pitch!

*Are you ready to get started?*

# Elevator pitches can be broken into 3 sections

The Overarching **Problem** Your  
Organization Exists To Solve

A **Plan** For How You Solve That Problem

The **Solution** For What The World Will  
Look Like As You Solve That Problem



# What does a nonprofit elevator pitch look like?

It's short & pithy

It's clear, not cute or clever


It is all about your donors



# Problem

**What is the overarching problem your organization exists to solve?**

Example: Nonprofits hold the keys to creating a better world, but their impact can be difficult to measure and share with supporters.






# Plan

**From a donor's perspective, how do you solve that problem?**

Example: We help you measure your social impact and share stories of transformation





# Solution

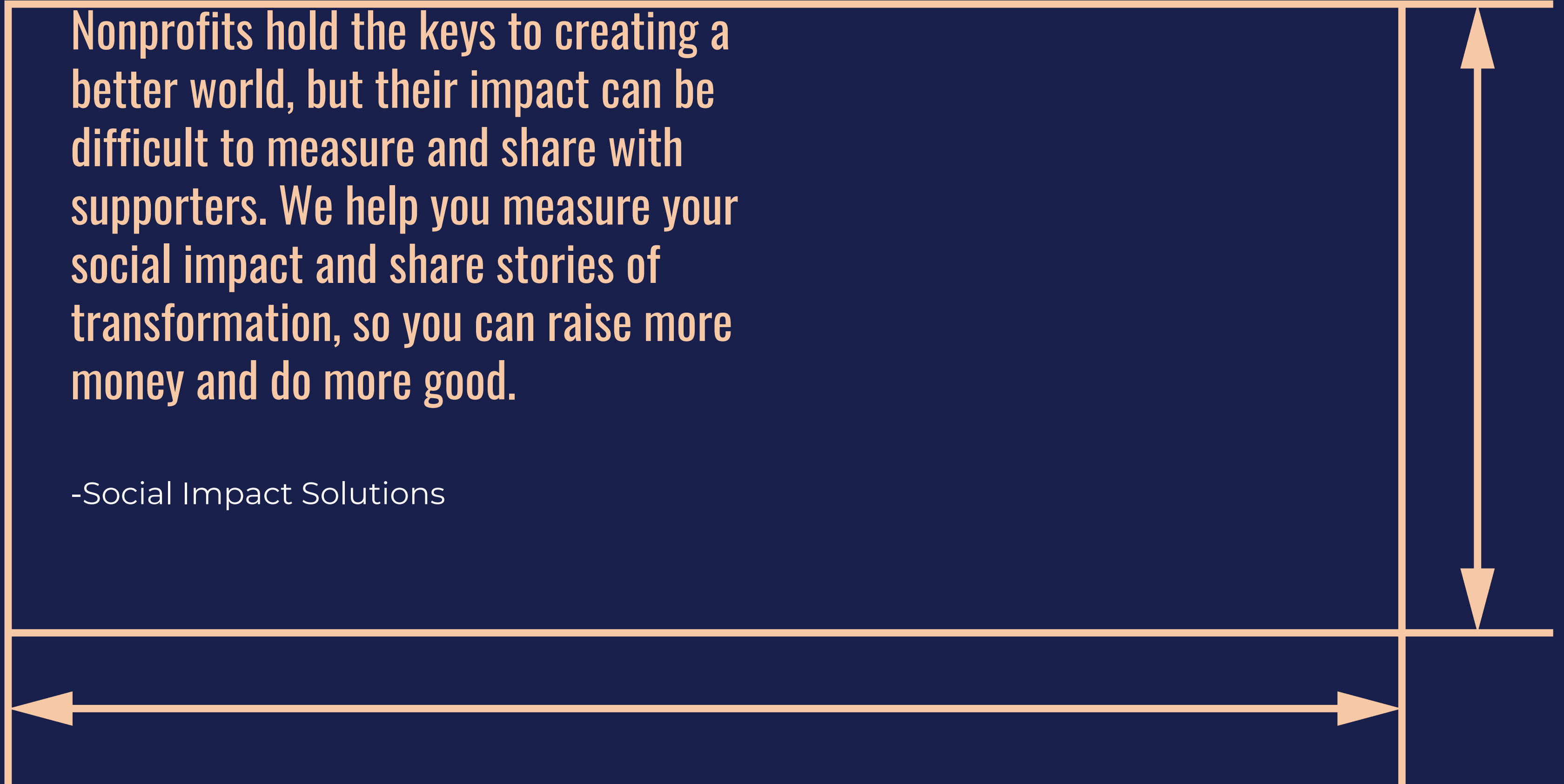
**What will the world look like as you accomplish this plan?**

Example: So you can raise more money and do more good.



Nonprofits hold the keys to creating a better world, but their impact can be difficult to measure and share with supporters. We help you measure your social impact and share stories of transformation, so you can raise more money and do more good.

-Social Impact Solutions





Elevator Pitch:

#1

#1:

#2:

#3:

-



# Elevator Pitch:

#2

#1:

#2:

#3:



Elevator Pitch:

#3

#1:

#2:

#3:



# How to use your elevator pitch

- Encourage everyone to memorize it
- Put it on your email signature
- Print it on your business cards
- Go-to dinner party answer
- Use it for donor onboarding
- Use it for recruiting
- Put it on your website
- Grant applications
- Printed collateral
- Print it everywhere!

Go To FundraisingQuiz.org



Nonprofit  
Fundraising Quiz



*An Assessment to Help You Advance  
Your Fundraising Strategy*

START YOUR FUNDRAISING QUIZ





# Other ways we would love to serve you

- **Marketing Strategy Session**

- Clarify your critical marketing collateral
- Update your fundraising scripts and marketing campaign messaging
- Create a new donor onboarding email series

- **Impact Strategy Session**

- Develop impact metrics that accelerate your social outcomes and inspire your donors to give more
- Create/update your theory of change (TOC)
- Impress your donors and grantors with your impact data and never wonder if your programs are making a massive impact on society!

- **Growth Strategy Session**

- Learn how to attract & convert new donors
- Know which donors make the biggest difference by developing ideal donor profiles
- Increase your donor lead generation when you determine your most effective marketing channels
- Create a plan to get more donors!

Thank you for attending!

onecause® | WEBINAR

*A Strong Pitch:*

# Earning Media *for* Fundraisers & Events



**Maria Satira**  
Owner, Maria Satira Media



Wednesday, May 8, 2024



**Raise®**

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100

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