



## **Sample Donor Pitch**

### *Opening and Establishing Connection*

“Thank you so much for taking the time to meet with me today. I’m really excited to share more about [Nonprofit’s Name] and the incredible work we’re doing. I know you’re someone who cares deeply about [specific cause or issue], and I believe our mission aligns with your values.”

### *Introduce the Nonprofit’s Mission*

“At [Nonprofit’s Name], our mission is to [briefly describe the mission]. We’re dedicated to [specific goals or impact], and we’ve been able to [highlight a significant achievement or milestone]. Our work is really about making a difference in [community, specific group, or cause], and we’re proud of what we’ve accomplished so far.”

### *Share a Compelling Story*

“Let me tell you about [individual or community impacted]. [Brief story that illustrates the nonprofit’s impact — make it personal, specific, and relatable]. This is just one example of the hundreds of lives we’ve been able to touch. But there are so many more who need our help.”

### *Tell Your Why*

“The work of [organization] matters to me because it is part of my lived experience, my family ...

### *Present the Need and the Opportunity*

“The demand for our programs is growing, and we’re looking to expand our impact. This is where we need your help. By contributing to [specific project or general support], you’ll be directly helping us [state the outcome, like ‘provide 100 families with safe housing,’ ‘give 200 children access to quality education,’ etc.].”

### *Make a Direct Ask*

“I’d love to invite you to be a part of this journey with us. Would you consider supporting our work with a gift of [\$ amount]? Your contribution could [specific impact, e.g., ‘fund a scholarship for a student for one year,’ ‘support an entire program for a month,’ etc.].”



*Pause for Response and Engage*

[Listen attentively to the donor's response, answer any questions they might have, and address any concerns.]

*Express Gratitude and Next Steps*

"Thank you so much for considering this. Your support means a lot to us, and I know it will have a lasting impact. Regardless of your decision, I'm really grateful for the opportunity to share our mission with you. I'd love to follow up with some more information and discuss how you can be involved."

*Close*

"Again, thank you for your time today. It was a pleasure talking with you, and I hope you'll join us in making a difference in [specific area of work]."