



PITCH PERFECT

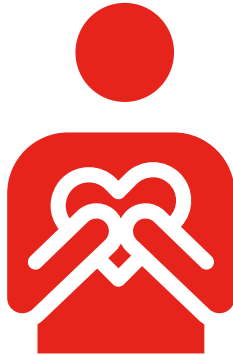
Sharpening Your Idea to Make it Stick

FEF OSC Capacity Building

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What makes a pitch memorable?

In one word, what do you feel when you hear the word pitch?



What makes a pitch memorable?

- Clear and simple
- Emotionally engaging
- Problem-solving focus
- Specific and concise
- Ends with a clear ask

The anatomy of a great pitch

The 5 Essentials of a **Magnetic Pitch**

1. **Hook** – Grab attention (Start with a question, story, or startling fact).
2. **Problem** – What issue are you solving/ addressing?
3. **Solution** – What's your idea/project?
4. **Impact** – Why it matters / Who benefits?
5. **Ask** – What do you need? (Support, time, funding, etc.)

Build Your 60-Second Pitch

Section	Your content
Hook	
Problem	
Solution	
Impact	
Ask	

- “Share your draft with someone near you. Ask: What landed? What was unclear?”

Pitch Speed Dating

- Pair up with someone
- Each person gives their 60-second pitch,
- Each partner gives feedback (1 minute)
- Rotate partners after 2 minutes

Goal: Clarity, confidence and connection

Group Reflection

What surprised you about giving or hearing pitches?

What part of your pitch felt strong?

What feedback helped the most?

How will you refine your message?

Pitch + Practice = Progress



Your pitch is a conversation starter, not a monologue.

The goal is curiosity and connection.

Keep it authentic and clear