


# CRAFT YOUR PITCH & INSPIRE SUPPORT

During the campaign, you will need to deliver your “pitch” regularly! Whether it is with family members, team members or sponsors, it’s important to have your pitch be concise and impactful. We recommend using the following structure:

1. Lead with Need

- What components of the American Heart Association’s mission excite or inspire you?
- Is there a mission nugget you want to share with your network?
- What statistic stands out to you that you would incorporate into your conversations?


EXAMPLE: Did you know that cardiovascular disease is the #1 killer in the U.S., claiming more lives than all cancers combined? Every 33 seconds, someone dies from heart disease or stroke.

How will you lead with need?

2. Share Your Why

- What made you say YES to the campaign?
- Why is this important to you?
- Why is this campaign or this mission important to your network?
- Why should someone get involved with this campaign or support your team?


EXAMPLE: That’s why I accepted my nomination to join the American Heart Association’s Teen of Impact campaign. I’m committed to changing these statistics – because every second matters, and every life matters.

How will you share your why?

3. Make The Ask

- Why should someone get involved or contribute to your campaign?
- How can they support your campaign in the most impactful way?
- What are you asking for? (remember, ask big, early and often!)

EXAMPLE: Will you join me by contributing \$5,000 to my campaign today? Together, we can fund lifesaving research and education that empowers families to live longer, healthier lives.

How will you make the ask?