

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 mission excite you or motivate 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 kills more women than all forms of cancer combined, and yet only 44% of women recognize that cardiovascular disease is their greatest health threat?



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 part of the reason I accepted my nomination to join the American Heart Association's Woman of Impact campaign. Loosing even one woman to cardiovascular disease is too many.



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 stand alongside us to support this important work by contributing \$5,000 to my campaign? The support of trusted community partners like you can help us raise much needed awareness.



How will you make the ask?