



NEW HAMPSHIRE  
CHARITABLE FOUNDATION

## Preparing for Entrepreneurs' Fund of New Hampshire Pitch Camp 2018

Welcome! Pitch Camp 2018 provides nonprofit leaders with a unique opportunity to work with an entrepreneur to hone and enhance their organization's "pitch." The steps below will help you get the most out of this experience.

1. **Choose your speaker.** Register one board or senior staff member who can speak to your organization's mission and impact.
2. **Do some research.** Check out these helpful resources:
  - **Video:** [How to Prep for Pitch Camp with TK Kuegler](#)
  - **Video:** [Example of a Successful Pitch](#)
3. **Brainstorm with your team.** Pitch Camp 2018 is not intended to be a solo journey. Engage your whole organization — executive leadership, board and staff — to think about how best to communicate your mission and impact.
4. **Draft your pitch.** Start with bullet points or a few sentences rather than a full speech. Your audience wants to feel like they are engaged in a conversation with you, not being spoken to.
5. **Meet with your mentor(s).** Do a dry-run with your EFNH mentor. Then discuss and evaluate, refine and run it again! Face-to-face meetings are great, or leverage today's technology and FaceTime, Skype, Zoom or just chat on the phone.
6. **Practice, practice, practice!** Rehearse with your team and mentor(s). Time it to be sure you can keep it to three (3) minutes! Have someone video your pitch. Practice some more.
7. **Ready, set, PITCH!** Pitch Camp 2018 has arrived. Be ready to give your pitch, receive feedback and refine your pitch in real time. You'll have the opportunity to give your pitch in small groups comprised of nonprofit colleagues and mentors, meet with your mentor(s) to practice incorporating feedback, and pitch again to a different small group.
8. **Relax and network.** Breathe, put aside thoughts of Pitch Camp and feedback, and network with entrepreneurs from your local community. Come prepared to talk with entrepreneurs about your organization's biggest, nonmonetary need. Maybe you're looking for a new board member, strategic advice or marketing guidance. Whatever it is, be ready to discuss how having that need fulfilled will positively impact your organization.

9. **Stop here or do more?!** Determine if you want to apply for an [AMP Grant](#). AMP Grants support novel, entrepreneurial and innovative ideas to solve pressing problems and critical issues facing New Hampshire. You must have participated in Pitch Camp 2018 to be eligible to apply. If you want to compete for an AMP Grant, start writing! Applications are due February 2, 2018.
10. **Reconnect with your mentor(s).** The AMP Grant Committee will choose 4 to 5 finalists. Finalists will work with mentors to develop a second pitch on the specific innovative project for which you've applied for funding.
11. **Pitch...again?!** That's right. Pitch again at the AMP Grant event. Finalists will deliver a pitch on the project they've proposed for funding. EFNH members determine grant recipients through a live voting process.
12. **Celebrate!** Celebrate your hard work, enhanced skills and successful pitch.