



Pitching Your Project

Name _____

Date _____

As defenders who want to rock your world, you want to make your campaign public and share your ideas with others. In doing so, your goal is to convince others to support you and your campaign.

Your final challenge is to “pitch” your campaign to various audiences. A pitch is an attempt to convince a person or a group of people to support you and your campaign.

There are many ways that you might pitch your idea to promote a campaign. Sometimes, a pitch can be informal – like talking about your campaign with a friend at lunch. Sometimes it’s more formal – like giving a presentation that includes a Public Service Announcement or other supporting visuals.

Each type of pitch presents its own benefits and challenges. We will prepare for both. First, you will present a “classroom pitch” to your peers. This will be a formal presentation, insofar as you will write and practice it ahead of time.

After you make your formal pitches, we will prepare for the second stage of “going public.” You will be representing your campaign at a Rock Your World Expo, where you will be giving informal pitches of your idea. The expo will be set up in a large space, and your group will be one of many in attendance. You will have an established area to set up campaign materials. Visitors to the Expo move from group to group, learning about the various campaigns.

So, let’s get started!

When planning a pitch, you need to consider the content first, i.e. how you are going to go about it. When planning your pitch, think about:

How will you open?

How will you connect to the audience?

How will you effectively summarize your issue?

How will you effectively state your campaign goals and your plans to achieve them?