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Perfect Your Pitch Speaker Evaluation Form

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Name: **J. Mark Wilson**

Date: **August 14, 2024**

Consultant/Evaluator: **Nancy Cook / Karin George**

Speech Length: 5-7 minutes. **Actual time: 3:33**

**Strengths:**

**(Karin comments)**

Described evolution of annual fund and how it is perceived on campus  
Description of how the donor's gift could work  
"No gift is too small"

**(Nancy comments)**

Good presence and very comfortable on stage.  
Set the stage from the beginning sharing your experience.  
Your tone, smile and eye contact was good with the audience making it very comfortable and good to listen to throughout the time you were on stage.

**Challenges:**

**(Karin comments)**

At times this seemed like a lecture or presentation rather than a pitch

**(Nancy comments)**

Adding more enthusiasm and engagement through vocal variety, while sharing anecdotes you have experience will add to the pitch. Facial gestures and hand gestures would also give more life to your pitch/presentation.

**Opportunities:**

**(Karin comments)**

Weave in some specific examples of the Knox Fund gifts you have closed/discussed with your donors

**(Nancy comments)**

Great knowledge of the Knox Fund and how it is used. It would be nice to hear more anecdotes and stories of how gifts personally have experienced have boosted the efforts. Even if they can be generic to share and connect specifically to the donor in front of you or a variety to share with the team.

**Language clarity:** Very good

Very clear and articulate throughout the presentation.

And, um and You Know used for audible pauses. There were also some repeated words.

**Tone, speed, volume variety:** Good

Good pacing, tone was level with the volume. Good for the situation we are working in, but maybe something to consider changing up the variety to enhance the delivery.

**Eye contact:** OK

Eye contact was good reaching the audience.

**Uses physical body/hand gestures effectively:** OK

Hand in the pocket in the beginning was distracting and gives a closed-up nature on stage. (It was only in the first 30 seconds of the pitch and near the end)

You used the open hand gesture throughout. Might be good to incorporate other movements

**Audience engagement & awareness:** Good

Very much at ease on stage and comfortable with the audience. Great to share your experience and what you know about the institution and the Knox Fund as a resource to the team.

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