

Washburn McGoldrick

Perfect Your Pitch

Preparing your Donor Pitch Recording

Preparing Your Pitch

College of Charleston Perfect Your Pitch 2026
Zoom Preparation Session - [Link here](#)

Welcome and Instructions for Workshop

Overview of Workshop and Desired Outcomes – [Nancy Cook](#) and [Susan Pettyjohn](#)

Set the stage

Imagine a prospective donor asks:

"Tell me about one of your school's priorities and why it matters."

Record a **5-minute pitch** highlighting **one priority**. Speak as if you're having a conversation with a donor—not delivering a formal presentation.

Your pitch should answer:

- Why does this priority matter?
- Why is now the right time?
- What impact will philanthropy have?
- Why should a donor invest?

Keep it focused. You don't need to cover everything—tell one compelling story well.

A Simple Framework

- **Hook** — Capture attention with a story, insight, or compelling statement.
- **Opportunity** — Explain the need and why it matters now.
- **Impact** — Show how philanthropic support will make a meaningful difference.
- **Close** — Leave the donor inspired and confident that their investment will have lasting impact.

Presentation Tips

- Be conversational and authentic.
- Maintain eye contact with the camera.
- Let your passion for the work come through.
- Practice until you're comfortable, but don't sound rehearsed.

Recording Instructions

- Record your presentation in Zoom.
- Feel free to record multiple versions.
- Begin speaking immediately—no introduction is necessary.
- When Zoom emails your recording link, simply forward it to Susan.

If you have any questions please contact:

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