

# PITCHING YOUR PROJECT

Pretend you are in a lift with potential donors and have only 30 seconds to tell them why they should fund your school project. Use the information on your completed [Planning Your Project](#) form to create a 300-350-word project description. It is important for you to do this before logging on to our Fundraise Yourself crowdfunding platform as this description will make or break your fundraising campaign.

## Tips to Create an Action-Driven Fundraising Pitch:



Make the donor the champion of your story. Use the words 'you' and 'your' more than you use 'I' and 'us'.



Stress the need for this project and the impact the donor's gift will have on your students, staff and/or community.



Always end with a call to action. This might be a donation ask or reminder about tax-deductible gifts.

## Effective Fundraising Pitches:

### Robotics Lab

Through the creation of a Robotics Lab, our school is determined to ensure students have the coding and problem-solving skills that will best equip them for the jobs of the future. We are looking to establish a Robotics Lab to challenge and build the skills of around 200 students each year who have been involved in our innovative coding program. With your support, our school will be able to purchase a range of robots and computer equipment that will give students the additional coding challenges they now require.

### Making VR a Reality

To expand young students minds, our school is looking to introduce virtual reality (VR) to classrooms. Teachers will integrate this new technology across the curriculum to increase student interest and engagement. With the help of generous donors, we will buy a full classroom set of VR headsets, related software and training for our STEM coordinator. Your support will provide 300+ students access to this new and exciting digital technology!

### Ready to Read

Too often, children at our school enter Kindy with reading skills well below the expected level. The Ready to Read program is aimed at boosting the language and literacy skills of pre-schoolers and young students to give them the foundation for schooling success. Your support will help fund the costs of the teachers and a speech therapist involved in the Ready to Read program, plus the purchase of a range of books targeted especially at early readers.

Draft your project pitch in the space below