



ADVOCATES GUIDE

INTRODUCTION

At a TFN style event, an Advocate is an independent supporter of the organisation who is pitching. They should not be a paid staff member or family member, but someone who has first-hand knowledge of the organisation's work. Some examples include a voluntary board member, a previous funder or a beneficiary.

The Advocate provides an independent testimonial and credibility by telling the non-profits story from a different perspective and they set the 'giving' scene with their first pledge.

THE ADVOCATES ROLE

1. Delivering a **30 second to one minute testimonial** focussing on who they are and why they support the non-profit. They should avoid repeating what the presenter has said but give a different angle before pledging begins so make sure you have discussed this with them in advance.
2. The advocate makes the first pledge of the night for that organisation and in effect primes the room to give. TFN recommends they pledge a minimum of \$300 and not more than \$1000.

EVENT PROCEEDINGS

- Guests arrive at 5.30pm and are served food and drinks before the presentations.
- Presenters and their Advocates use this time to network, meet guests and share their work.
- The Advocate sits in the audience like everyone else, while each presenter pitches for 5-6 minutes and has a Q&A session with the audience.
- Once all pitches have concluded, the presenters are asked to leave the room during the live pledging session.
- At this point each Advocate is invited in turn by the MC to stand at their seat to give their 30 second to one minute statement of support and to kick-off the pledging with a donation of \$300 or more. **This first pledge is usually made personally by the*

advocate but if this is not possible the pitching organisation will need to make the funds available so the pledge can be made.

WHAT TO SPEAK ABOUT AS AN ADVOCATE

At this point in proceedings momentum is critical, so advocates should only speak for one-minute max. For maximum impact, the Advocate could focus on one of the following:

- Why they became involved in the program or organisation?
- Any personal reasons they have for supporting this work.
- What evidence they have that the program or organisation will deliver the outcomes covered in the pitch?

PREPARING FOR THE EVENT

For an 'in person' event

The Funding Network will call the advocate a day or two before the event to confirm they understand their role, run through how it will work on the night and answer any questions.

For a virtual event

You will need to be available to do a 'tech test' to test internet speeds and assist with the framing of the video.

Advocates examples:

<https://youtu.be/mnp7TwjaK00>

<https://youtu.be/nhtvOG6xwQI>