

# The Funding Network Effect

Pitch Perfect - Make your story work for you

## What is The Funding Network?

Storytelling is the most powerful way to engage listeners and inspire action. The Funding Network (TFN) has coached hundreds of grassroots non-profits in the art and science of storytelling, helping them articulate their unique value proposition and create a compelling narrative. So, if you're a non-profit leader or board member, or you're looking to build your grant recipients' capacity to secure funds from other sources, then these workshops are for you.

## How it works

Our pitch coaching turns organisational thinking into a logical and compelling storyline; one that can be easily understood by intended audiences. The workshop steps organisations through a process that helps them to craft and clearly articulate why they exist, what they do and how communities benefit from their work. The result? These workshops have enabled organisations to dramatically increase their ability to engage new donors to secure funding and support.

## Description and costs

Each workshop is an immersive experience for participants and works best when a diverse group practices together and learns from each other. The content features a dynamic mix of communications theory, self-evaluation, case studies, storytelling, presentation practice and a focus on 'why' people respond to a pitch. Our workshops use proven techniques and a framework that focuses on:

- A clear understanding of the organisation's story
- Audience analysis and targeted responses
- Mapping a narrative to sharpen the pitch
- Authentic storytelling for maximum impact

Pitch coaching	Cost	Detail
Half-day workshop	\$500pp +gst Min 2 people per org	One pitch coach with up to 10 participants
Full-day masterclass	\$10,000 +gst	Two pitch coaches with up to 20 participants (usually in pairs) including more in-depth coaching and action-learning

**"TFN's pitch coaching was absolutely invaluable. It really helped us drill down into our story and get the message clear. I think it's fair to say the confidence we got from improving our pitch has so far helped us secure up to \$100,000 in extra funding for Milk Crate."**

CATHY MURDOCH, CEO, MILK CRATE THEATRE

## Why TFN?

Established in 2013, TFN is the largest live collective giving model in Australia and we're pioneering an inclusive approach to philanthropy. Through our pitch coaching workshops and live crowdfunding events we build the capabilities of grassroots non-profits, enabling them to access the capital, skills, connections and resources they need to thrive.

TFN is building bridges between business, philanthropy and the social sector to transform compassion into action and unleash the vast potential of citizen support for our communities.

**Get in touch to find out more about our Pitch Coaching Workshops.**

For more information, visit [thefundingnetwork.com.au](http://thefundingnetwork.com.au) or contact Julie McDonald, CEO, or Kristen Lark, General Manager, at [info@thefundingnetwork.com.au](mailto:info@thefundingnetwork.com.au)