

# Pitch Builder Exercise

You have **one minute** to explain your Urban League Affiliate -- its impact, goals and aspirations. Your audience may not be aware – Are you prepared to share the vision and entice the individual to want to learn more?

## BUILDING YOUR PITCH

### Suggested word considerations:

- Leader
- Endorsed
- Responsive
- Effective
- Innovative
- Efficient
- Impactful
- Champion
- Unique
- Partner
- Growth
- Innovative



# Get the Facts

- What are the key economic and social indicators/statistics in your city?
- How does your affiliate address these challenges programmatically?
- How many people does your affiliate serve in each program area?
- What is the ideal vision for your programs?
- What are your programmatic goals for the next three years?
- How will additional resources help you achieve these goals?



# Build Your Story

1. Describe your Urban League Affiliate.  
What would you most want your listener to remember?:

## Craft Your Introduction:

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2. What does the your Urban League Affiliate do?  
How can you communicate your Affiliate's impact?

## Describe what your Urban League Affiliate Does:

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# Build Your Story

3. Why does your Urban League Affiliate do what it does? What is the benefit? What makes it unique?

**Describe your Urban League Affiliate's unique value proposition:**

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4. What is your Urban League Affiliate's immediate goal and timeframe?

**Invite the prospect to learn more about your Urban League Affiliate:**

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