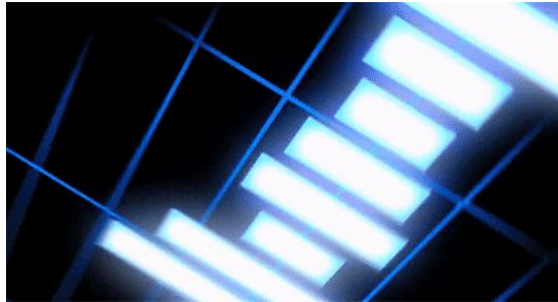


# Pitch Perfect:

*Getting The Yes You Want*



*p*rogressive  
Promotions

Jenny Davies & Sarah White

# By 2:00 PM, You Will:

1. Know that setting your goal always comes first.
2. Understand the need to clearly identify your audience.
3. Put together a “message triangle” & ask that resonates with your audience.
4. Practice delivering that message to get your audience to take action.



# The Colorado Health Foundation

*Connecting Communities and Care funding opportunity...our example for today*

- As part of the Colorado Health Foundation's larger strategy of supporting communities to prevent disease and improve population health, this funding opportunity supports and accelerates existing partnerships working to create community health beyond the clinical setting by linking resources and programs between health care providers and communities. This funding opportunity supports collaborations that focus on:
  - Addressing community health
  - Linking assets to address health priorities
  - Impacting obesity, mental health (including substance use treatment), diabetes and/or heart disease
  - Upstream factors that contribute to health



# What Is Your Goal?

*Get your Audience to Know → Care → Do*

**Know:** Make people aware of an issue or organization/campaign

**Care:** Inspire people to care about an issue or organization/education campaign

**Do:** Motivate people to partner/volunteer/donate to organization/campaign



# Connecting Communities and Care Funding Opportunity

*Goal: DO*

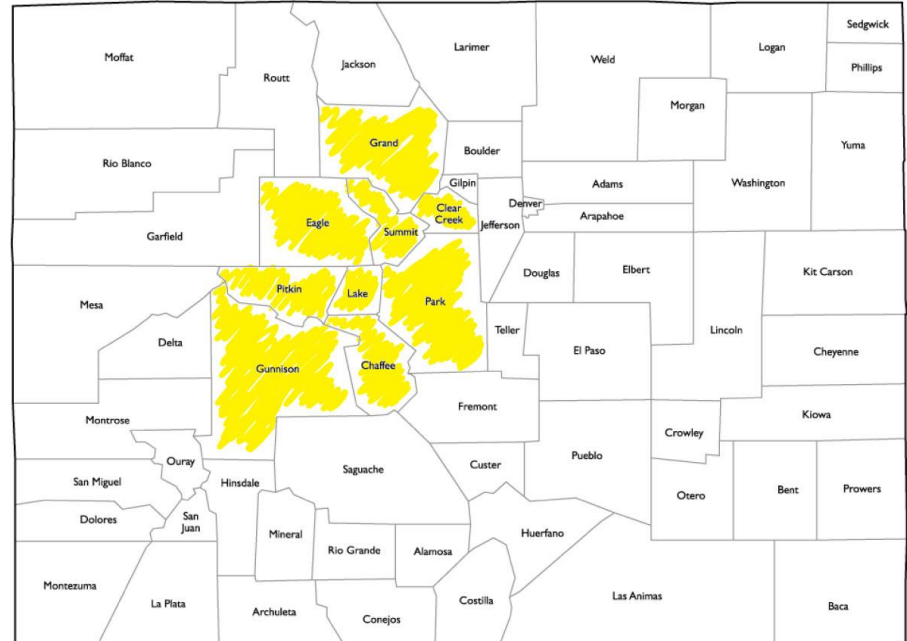
Solicit a project in a hard to reach “central mountain” part of the state



# Connecting Communities and Care funding opportunity

## *Audience*

Possible partners: healthcare providers and health organizations/agencies in Clear Creek, Grand, Summit, Eagle, Pitkin, Lake, Gunnison, Chaffee and Park counties



# Who Is Your Audience?

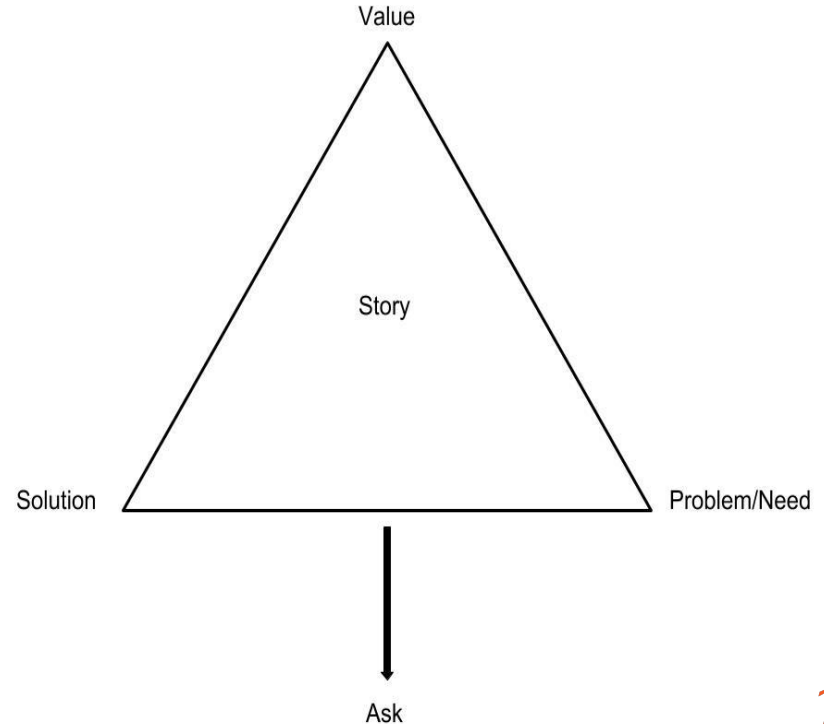
*FYI, “the general public” doesn’t cut it!*

- Elected officials
- Policymakers
- Funders
- Media
- People at risk of health concern
- Potential partners
- Etc.



# How To Pitch Perfect(ly)

- Message Triangle
- Story
- Ask





# Message Triangle

*Value: Target nods their head “yes, this is fundamental.”*



“Our health system should be coordinated so every Coloradan can maintain the good health they need to care for their families, be productive at work and contribute to their community.”

(sometimes this can be self-interest...)

# Message Triangle

*Problem/Need: Simple, clear statement of the problem*



“Our health system isn’t working together to provide coordinated care for chronic health problems like diabetes, obesity, and mental illness – so many in central Colorado can’t give their best to their families, work and communities.”



# Message Triangle

*Solution: Describe what you're doing to solve problem - and how your audience can help or participate*



“Connecting Communities and Care helps healthcare providers, nonprofits and community leaders work together to provide Coloradans with the coordinated health treatment, information and support they maintain good health for their families, their work and their community.”



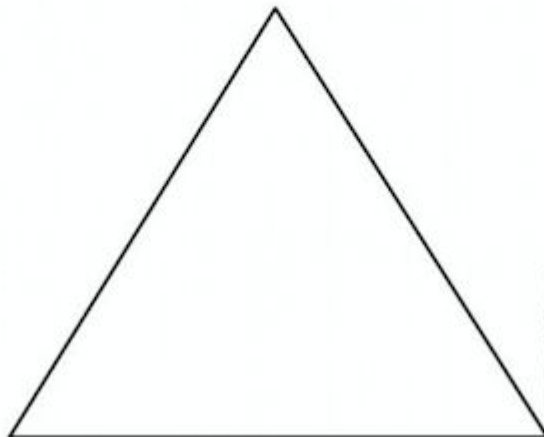
# Message Triangle



**Value:** Our health system should be coordinated so every Coloradan can maintain the good health they need to care for their families, be productive at work and contribute to their community.



**Solution:** Connecting Communities and Care helps medical providers, nonprofits and community leaders work together to provide Coloradans with the coordinated health treatment, information and support they maintain good health for their families, their work and their community.



**Problem/Need:** Our health system isn't working together to provide coordinated care for chronic health problems like diabetes, obesity, and mental illness – so many in central Colorado can't give their best to their families, work and communities.

# Story

*The key to an emotional connection – tie it back to how you're making a difference*



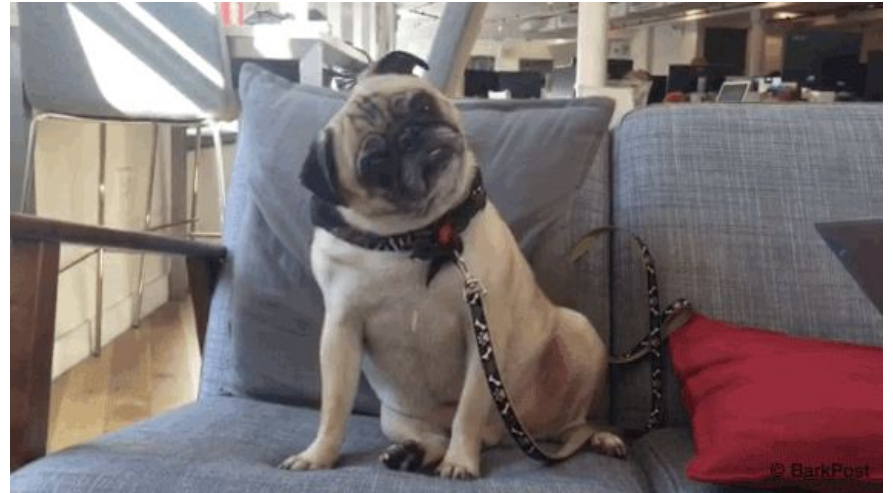
“Christy struggled with health problems and substance abuse until she was unemployed and homebound except for 911 emergency health interventions and trips to the liquor store. Once she connected with CS CARES, she got the physical, behavioral and social supports she needed to turn her life around completely – she now works full-time and is active volunteer in the community.”



# Ask

*Clearly ask for you want your audience to know/care about/do*

“Success stories like these can happen in central mountain towns, too. Will you submit a proposal to Connecting Communities and Care funding opportunity?”



# Pitch Perfect

**Goal:** Solicit new mountain projects

**Audience:** Potential healthcare, nonprofit/health partners in central mountain counties

**Value:** Our health system should be coordinated so every Coloradan can maintain the good health they need to care for their families, be productive at work and contribute to their community.

Story:



**Solution:** Connecting Communities and Care helps medical providers, nonprofits and community leaders work together to provide Coloradans with the coordinated health treatment, information and support they maintain good health for their families, their work and their community.

**Problem/Need:** Our health system isn't working together to provide coordinated care for chronic health problems like diabetes, obesity, and mental illness – so many in central Colorado can't give their best to their families, work and communities.

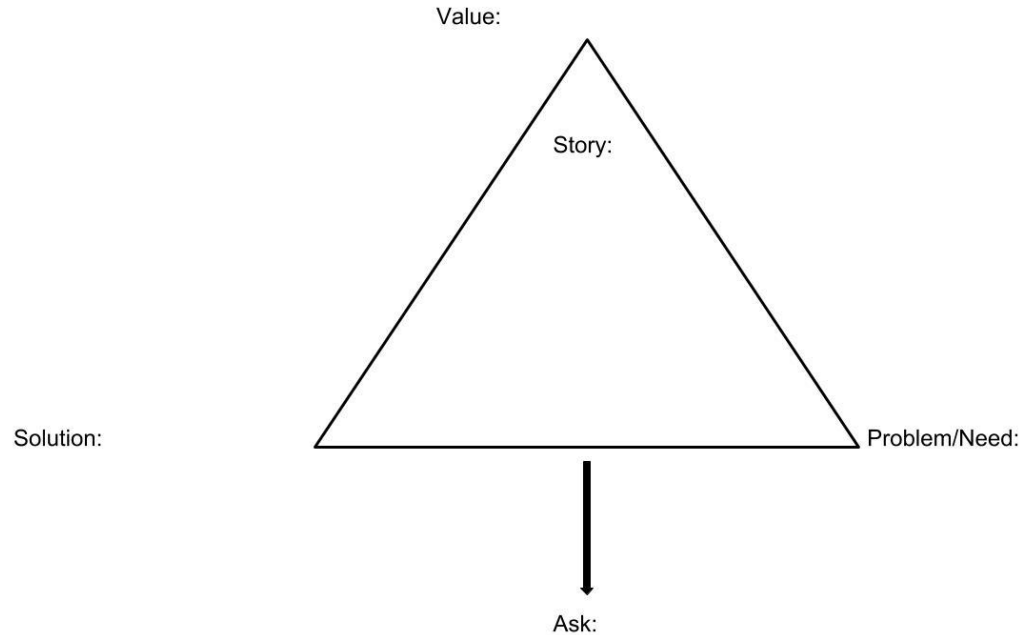
**Ask:** Success stories like these can happen in central mountain towns, too – will you submit a Connecting Communities and Care proposal?



# What's YOUR Perfect Pitch?

Goal:

Audience:





# It's 2:00 PM – do you:

1. Know that setting your goal always comes first?
2. Understand the need to clearly identify your audience?
3. Have a “message triangle” & ask that resonates with your audience?
4. Practice delivering that message to get your audience to take action?



*Congratulations!*