

# PITCH PLAN.

*Note: This Pitch Plan can be adapted to any of the initiatives. It is designed to give the Champions a starting point and some guidance around how to get School Leadership buy-in. You can use the information you gather below to create a presentation like a Google Slide or PowerPoint presentation. Remember who your audience is and tailor the pitch to their needs, interests and values.*

## INITIATIVE TITLE

Title

## OPENING

Begin your pitch with a compelling introduction that grabs your audience's attention. You can use:

- A surprising fact
- A thought-provoking question
- A relevant anecdote
- A powerful statement.

**Example:** Melanoma is the most common cancer in 15-24-year olds.

## CLEAR OBJECTIVE

- Clearly outline why this initiative is important.
- Explain the objectives and desired outcomes of the initiative.
- Describe the expected benefits for the whole school community.
- Describe the benefits to you as a team.

**Tip:** Refer to the front cover of your Initiative Guide, it has all the relevant information you need to consolidate your objective. Be sure to include all the information listed on that page but put it into your own words so your objective is genuine and authentic.

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## DEVELOP YOUR ARGUMENTS

- Develop persuasive arguments to support your main message.
- Be logical, evidence-based, and relevant to your audience.
- Use facts, statistics, expert opinions, and real-life examples to back up your claims and strengthen your credibility.

**Tips:**

1. Provide examples of the importance of sun safety from the research conducted in Step 1 of the Initiative Guide (see pg. 1, *Sources*, for resource links). The Toolkit also has relevant information including alarming statistics and benefits of the initiative for you and your school. You can also conduct additional research to help strengthen your arguments.
2. Highlight how the initiative links to the curriculum (we have provided your support teacher with some examples). This is especially important to highlight!
3. You could use a personal anecdote like a story you know about someone that has been affected by skin cancer.

## USE VISUAL AIDS

- Use visual aids such as images, or videos to enhance your pitch.
- Visuals can help illustrate complex ideas, make information easier to understand, and leave a lasting impression on your audience.

**Tips:** There are some useful video links on pg.1 of your Initiative Guide and informational and promotional posters featured in the Student Resources section of the web page.

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## CALL TO ACTION

- Clearly state what action you want your audience to take.
- Make your call to action explicit and compelling.
- Use persuasive language to encourage your listeners to act upon your message.

**For example:** We need your support for this crucial initiative, so we have the time and resources needed for success. We think the health and wellbeing of our community is vital and we want to implement this small but effective initiative to help our community to make informed choices about sun safety and help them to protect themselves against the harmful effects of UV now and into the future.

**Tip:** make your call to action specific to your initiative. Re-state your objectives and the specific benefits to your community.

## CONCLUSION

- Summarise your main points and restate your call to action in a memorable way.
- End your pitch with a strong closing statement that leaves a lasting impression and reinforces your key message.

**For example:** The [insert your initiative name] is an integral part of our Sun Safe Initiative, driven by the purpose of promoting sun safety awareness, fostering a culture of responsible sun protection, and engaging the entire school community in a shared cause. We believe that this initiative will not only benefit our school community by enhancing knowledge and promoting healthier practices but also provide invaluable experiences and personal growth for our dedicated team of Sun Safe Champions.

**Tip:** Be specific to your initiative! Re-state your initiative objectives and the main arguments that you developed earlier in your presentation.