



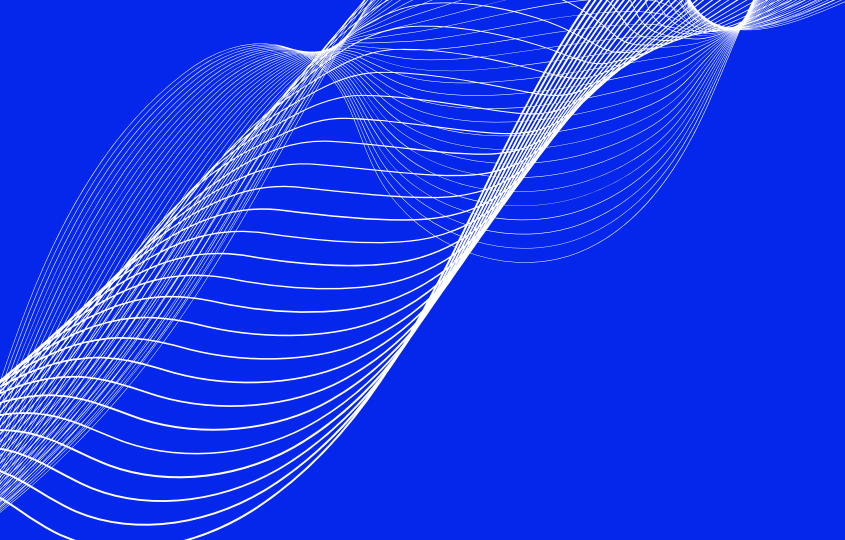
Pitch Perfect: How Nonprofit Tech Leaders Can Win Support, Funding, and Buy - In

Mitesh Kapadia - Executive Coach



Has this ever
happened to you?





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Great ideas don't sell themselves,
great pitches do



**In the next 45 minutes,
you'll know how to..**

- Make your pitch compelling
- Adapt your pitch to your audience
- Find creative solutions to roadblocks

3 Big Reasons Why Pitches Fail

and What Makes Them Compelling...

**Focused on Solving
Your Problems**



**Focus on Solving
Their Problems**

**Driven by Operational
Needs (The How)**



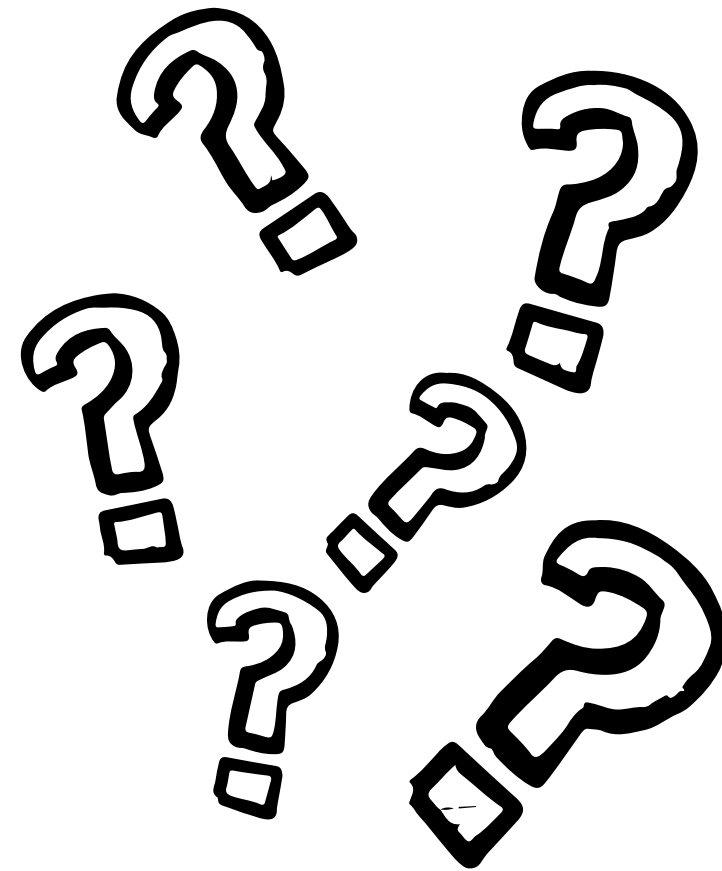
**Shift to Mission Driven
Needs (The Why)**

**Long Winded
Tee Up**



**Get to the Point
in First Minute**

What Keeps Your Leadership Up at Night



Focus on the Why instead of the How

Example: AI Predictive Analytics for Services

AI Analytics → Identify households most at risk → Prioritize support for vulnerable families → Faster intervention → Reduced long-term costs → Greater mission impact → 500 More families housed securely

The First 60 Seconds of a Pitch Needs Laser Focus Like a HAWK



H - How You Got Here

A - Ask / Agreement Needed

W - WIIFM (What's in it for my audience?)

K - Key Questions

HAWK Example



How We Got Here

Last quarter, the mgt team shared their concern around inefficiencies in identifying families who need secure housing. Today, I will go over an AI solution for that.

Ask / Agreement

My Ask from you is, I'm looking for your agreement to invest 50K to upgrade our predictive AI analytics engine in the next 3 months.

WIIFM

The Impact of this is that we'll be able to securely house 500 more families over the next 6 months.

Key Questions

Today I plan to address, 2 key questions.

- 1) Why a Predictive AI upgrade is recommended
- 2) What the 6 month roadmap looks like

Develop Your Own Pitch

- How You Got Here

How We Got Here

Last quarter, the mgt team shared their concern around inefficiencies in identifying families who need secure housing.

Today, I will go over an AI solution for that.

- Isolate a Problem/Challenge/Opportunity
- Share context on what led to this meeting
- Mention a Solution/Strategy/Roadmap
- Keep it High Level

Develop Your Own Pitch

- Ask/Agreement

Ask / Agreement

My Ask from you is, I'm looking for your agreement to invest 50K to upgrade our predictive AI analytics engine in the next 3 months.

- Be Specific
- Quantify (Budget, Headcount, Time Frame)
- Key words (Agreement, Approval, Green Signal)

Develop Your Own Pitch

- WIIFM

WIIFM

The Impact of this is that we'll be able to securely house 500 more families over the next 6 months.

- Why should they care?
- What's the overall impact
- How does this ASK ease their pain?
- Go 3 layers deep (WHY)

Power Play #1 - WIIFM Hot Seat

- 1 Volunteer
- Pitch the Audience
- Audience, In unison “Why does THAT matter to me?”

Develop Your Own Pitch

- Key Questions

Key Questions

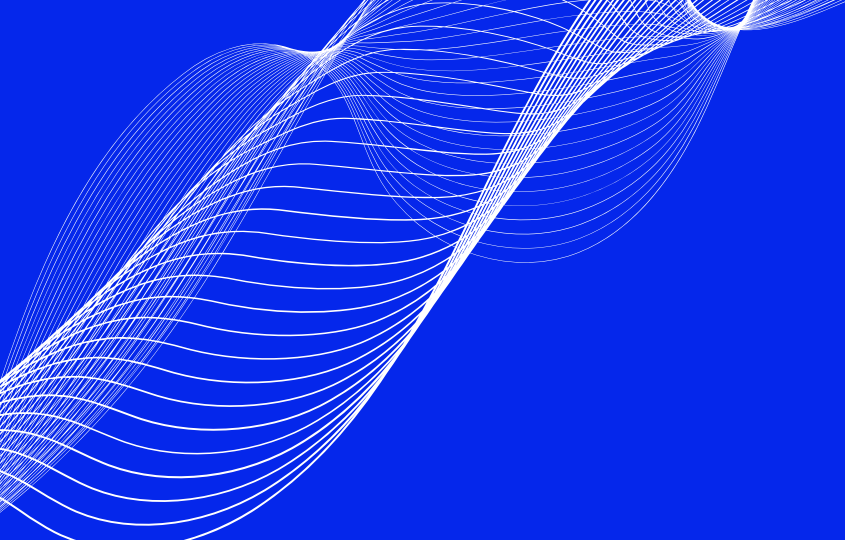
Today I plan to address,
2 key questions.

- 1) Why a Predictive AI engine is recommended
- 2) What the 6 month roadmap looks like

- Take the likely questions head on
- Understand the levers of your audience
- Pause and read the body language

Power Play #2 - Your 60 Second Pitch

- Pair Up
- Use the HAWK Framework
- Offer Feedback
- Switch Roles & Repeat



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How to Adapt to YOUR Audience

Ask yourself 3 questions:

1. How do my leaders like to receive info?
2. What has motivated them in the past?
3. Who else knows something about them?

Case Example - Torraine, IT Director

- Needed a full - time developer for new SaaS integrations
- Compared cost of outsourcing vs. hiring
- Lower - level leaders deferred (“Not our call”)
- Went directly to CEO with a simple ask in email
- CEO responded: “Go ahead.”
- Because trust was established, didn’t even need to show the full pitch deck

What happens if they say 'No'

Decision Makers are accountable for every 'Yes'

Use the levers available to you

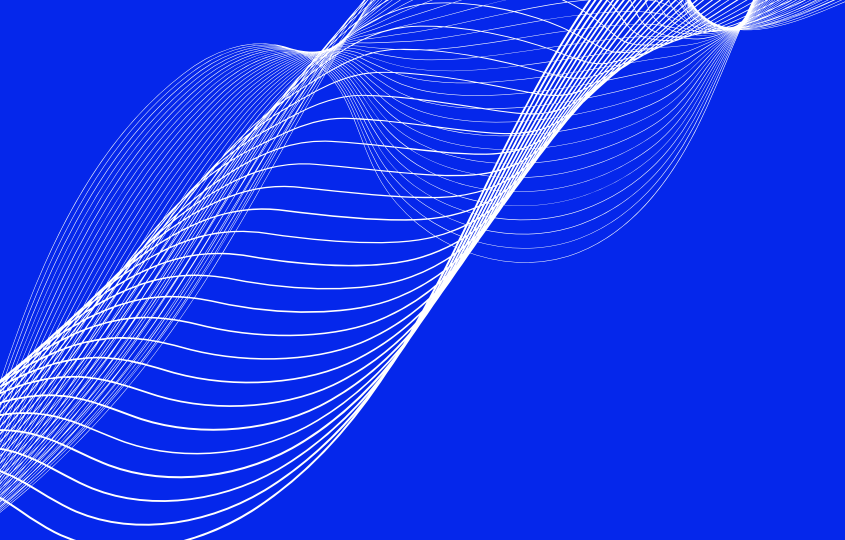
Test the degree of 'No'

Case Example - David, IT Director

- Needed resources to build AI capacity in - house
- Was told, 'We don't have the funding'
- It was a tight budget year
- Looked for non - profit levers
- Found creative partnerships specific to non - profits
 - Academic Partnerships with universities
 - Pro-bono specialists
- Innovation without direct spend

Levers available to you

- TechImpact (techimpact.org)
- TechSoup (techsoup.org)
- Apparo (apparo.org)
- Tech To The Rescue (techtotherescue.org)
- Develop For Good (developforgood.org)



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Let's Connect

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