

Remember, any pitch for any campaign follows the same principle. I.P.S.C.C.

With VCCRI, you will struggle to pitch in the exact same style as MSF or UNICEF. **Sending a box of plumpy nut** can't really work when the donations are funding medical research.

- What are the donors sending?
- What does their money do?
- How can I distinguish between \$30 and \$49?

These are common questions when pitching medical research vs. humanitarian aid. Have a look below at an example of how VCCRI can be pitched:

BASIC PITCH

F = Fundraiser

D = Donor

INTRO

F: Excuse me miss/sir, can I share with you what I am doing today?

D: Sure.

F: Great, I am just here from the Victor Chang Cardiac Research Institute, have you heard of us?

D: No I haven't.

F: Okay, well this is one of the world's most famous research institute that tackles the problems related to cardiovascular disease. Victor Chang was an Australian surgeon that performed the first successful heart transplant in Australia. His first ever patient is still alive today! Unfortunately, he is not, but his legacy lives on through his research institute.

F: They've sent me here and say I should ask 4 quick questions To see how you do on our test:

Do you know anyone with diabetes?

Y/N

D: Yes

F: Okay that's 1:4.

Do you know anyone with high blood pressure?

Y/N

D: Yes

F: Alright that's 2:4

Do you know anyone who has had a stroke?

Y/N

D: No

F: Okay, that's great!!! You're still 2:4.

Do you know anyone that has had a heart attack?

Y/N

D: Yes.

F: Finally you got 3:4! And you know what... we expected you to have 4:4... because in Australia cardiovascular disease is this country's #1 killer.

PROBLEM

F: That means it affects more people than cancer, car accidents, and any other disease. Unfortunately 1/3 Australians will die of heart disease, and every 4 hours a child is born in Australia with a heart defect (born with a heart problem). Last year alone we lost over 55,000 Australian's to heart disease... Crazy isn't it? But no one really thinks of heart disease! That's why we're here.

D: Yeah crazy. It's sad to hear.

F: I won't get you so down, the Victor Chang institute is doing some amazing things.

SOLUTION

F: Whenever this organization has a surplus of funding from ongoing supporters, we are able to come up with amazing discoveries to help people from all around the world!

1. We have found a link between a deficiency in the NAD molecule and birth defects, which has prevented thousands of miscarriages in Australia
2. We have found a way to prevent heart attacks before even happening through MRI scans and micro-probes
3. We have even begun developing medication that could one day allow humans to regenerate their hearts!

This research has helped us saves hundreds of thousands of lives around the world! But we could not have done it without the support of Australians around the country.

D: Wow, how can I help?

CLOSE

F: Glad you asked! We are looking for people to help fund this research as we do not have enough funding. IF you were to sacrifice things like a cup of coffee, or a pint at the pub, which is an amount anywhere from \$5, to \$10, to \$15 dollars a week, we can actually keep this research alive.

The reason we need long term support is that research takes a long time. So your first donation is with us today, and then we want you to give for as long as you can and try and stick it out for 2 years. If you do hit that 2 year mark, the charity is able to receive the MAXIMUM benefit from your support.

So let's get you on board, how do I spell your first name?

D: Awesome let's do this!