

Pitch with Purpose

By Fleur Allen

Attract Donors, Partners
and Volunteers



What to Expect

1. Your Purpose and Why it Matters

- Who is Fleur Allen
- Build Trust and Connection
- What is Stewardship

2. Nail Your Elevator Pitch

- What is an Elevator Pitch?
- Why is it Important?
- Example Structure

3. Put into Practice: Speed Networking

- 4 x 4-minute sessions

4. Next Steps



Hands Up

Want more Donors, Partners and Supporters?

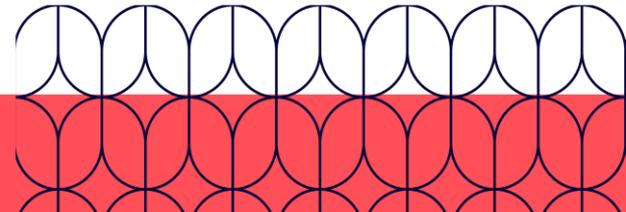
www.askfleur.com



Acknowledgement to Country

Acknowledge the Whadjuk people from the Noongar nation and their Traditional Owners of the lands we are meeting/gathering on today.

Always was, Always will be Aboriginal land.



Success Coach

Fundraising Consultant



Grad Cert in Applied Coaching – ACAP



Certified Canfield Trainer in The Success Principles – Jack Canfield



Philanthropy specialist and Fundraiser since 2017

Certified Fund Raising Executive - CFRE

Grad Cert Governance for Not-For-Profits - Governance Institute

Business owner since 2007



Ask Fleur

Fleur Allen CFRE MFIA

Lifelong Volunteer

- ✓ Art Gallery of WA
- ✓ Arts board leader
- ✓ Community Sailing

Professional Roles

- ✓ Master Networker
- ✓ Coach
- ✓ Fundraising consultant
- ✓ 20+ years of experience SME/ NFP

Experience

- ✓ Engagement Lead WA/SA
- ✓ Kate Chaney MP re-election campaign
- ✓ Murdoch University
- ✓ St Hilda's Anglican School for Girls'
- ✓ The Smith Family
- ✓ Yirra Yaakin Theatre Company

2026

- ✓ Your First Campaign: Building a Foundation for Philanthropy (FIA)
- ✓ Success Community



Ask Fleur

Gratitude Exercise

**Write down what you are most grateful for
in your Business or Work?**

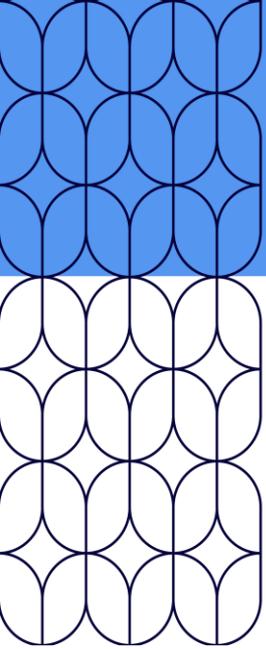
What brings you joy?

Donors, Partners, Volunteers?

Write it down



Ask Fleur



Express Gratitude

Exercise: In Pairs

1. Choose a gratitude that you are comfortable sharing
2. Share with your partner, Swap

What You Are Most Grateful For



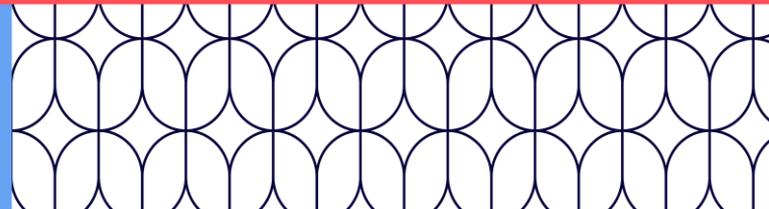


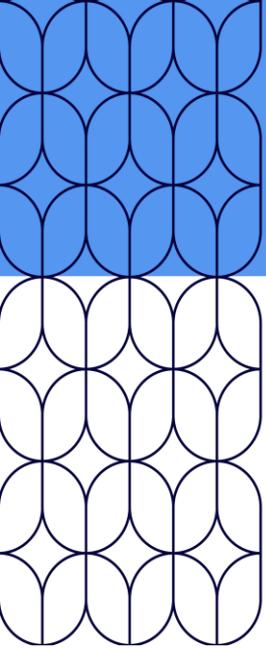
Pitch with Purpose

Oct 2025

Attracting Donors, Partners
& Volunteers

Next level success



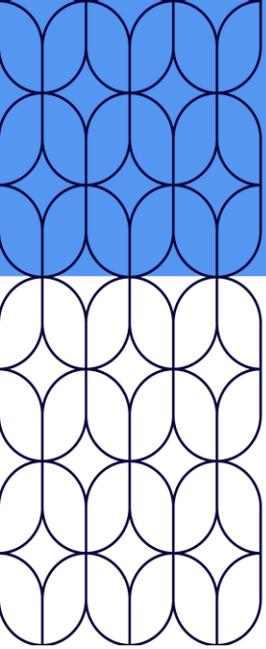


Trust & Connection

HOW?

Find common ground

Connection through Purpose



What is Your Purpose?

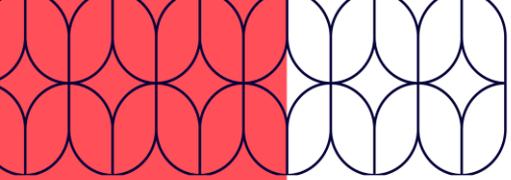
The most successful fundraising, partnership & volunteer programs are built

NOT ON PERSUASION BUT

Connection through Purpose = Trust

Your mission and passion are magnetic when communicated with clarity and consistency to the right audience for you

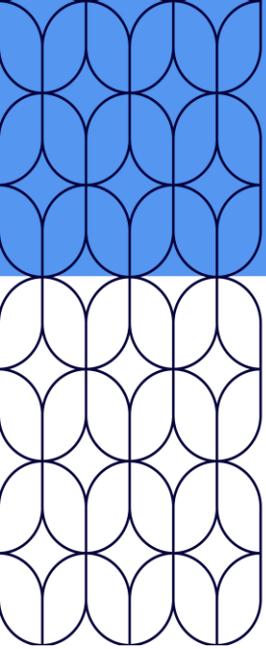




What is Your Purpose?

Write it down

Refer to for Speed Networking



What is Stewardship?

Relationship Engagement

Secret to long-term support

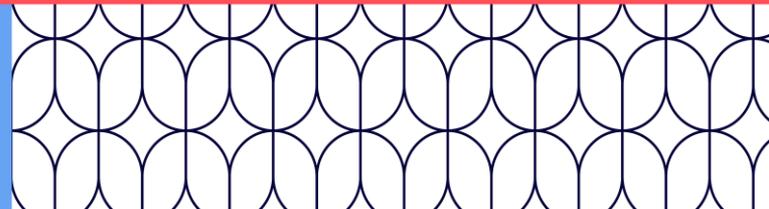
- ✓ Sincere
- ✓ Intentional &
- ✓ Relevant





Nail Your Elevator Pitch

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What is an Elevator Pitch?

An elevator pitch is:

- Short: time it takes to ride an elevator
- Concise: Relevant to the point
- Persuasive



Why is an Elevator Pitch Important?

An effective elevator pitch is crucial for:

- Introducing yourself and your cause at networking events.
- Grabbing the attention of potential clients, partners or investors.
- Clearly communicating your value in various scenarios, such as meetings, proposals, and presentations.



Elevator Pitch Speed Structure

1. Introduction (First 10 Seconds)

- Start with your full name.
- Briefly explain what you do – Purpose.
- Be clear about who you help or work with.

2. Elaboration (Next 20–30 Seconds)

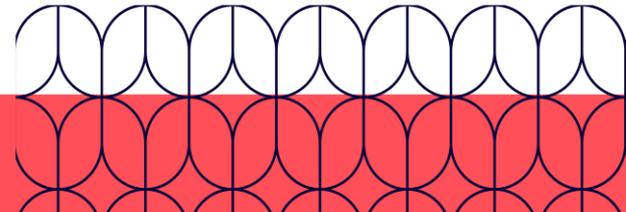
- If there is interest, expand on what you do.
- Share more details about your mission, services.

3. Case Study (Final 30 Seconds, if relevant)

- Share a quick success story or example that shows your impact – why you?
- Aim to finish with a clear call to action, invite further conversation, suggest a meeting, or exchange details.

Example questions:

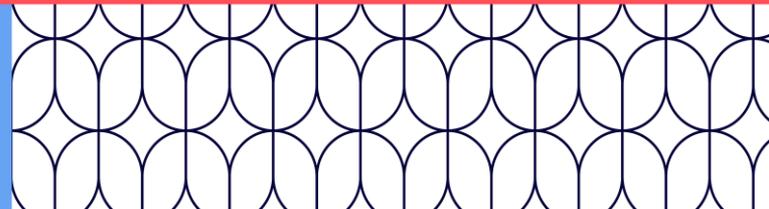
- What problems do you solve?
- Who is your Ideal Volunteer?
- How can I help you?





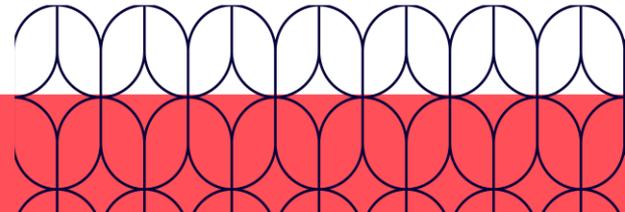
Put into Practice
Speed Networking

Next level success



Speed Networking

Fun, Dynamic & Fast-Paced
Networking



Speed Networking Opportunity to Refine

Speed Networking is a great opportunity to get real-time feedback.

Use the chance to **test one part of your elevator pitch** — for example, how you describe what you do — and see how it resonates.

Small tweaks can make a big difference in how you're remembered.



Let's Get Networking!

Speed Networking Agenda

4 minutes each pair

Minute 1: Person 1 Share Elevator Pitch

Minute 2: Person 2 Share Elevator Pitch

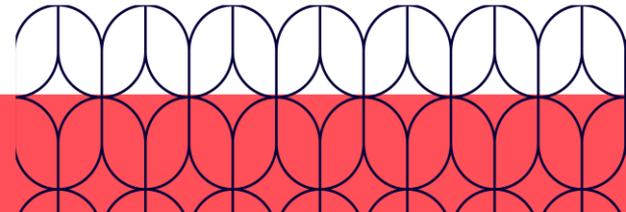
Remaining 2 minutes: Conversation to get to know each other better, exchange business or digital cards

Inner Circle: Stay on your spot

Outer Circle: Move one space to Right



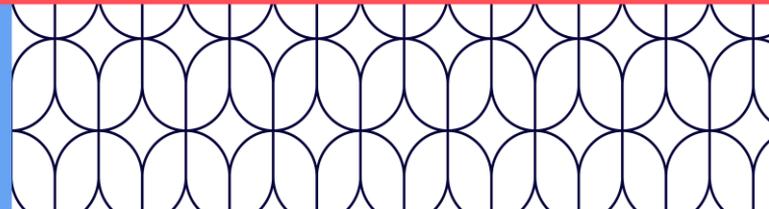
4:00





Biggest Take-Away
or Learning?

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FREE COURSE

Fleur Allen

- ✓ Your First Campaign: Building a Foundation for Philanthropy (FIA)
- ✓ Success Community
- ✓ Business Networking





Ask Fleur

“People don’t buy what you do — they buy *why* you do it.”

Simon Sinek

Next level success

