



2021 FAST PITCH APPLICATION GUIDE

SVP India SUPPORTS NONPROFITS AND CATALYZE COMMUNITY CHANGE!

About Social Venture Partners (SVP)

Social Venture Partners is an international venture philanthropy organization for Engaged Philanthropy. SVP India is a rapidly growing network with 250+ Philanthropy Partners spread across 7 cities in India. We bring together processes and skills to create a positive impact on our communities: grant making, volunteerism, nonprofit capacity building, and philanthropic education. We focus on social issues and work together to bring innovative strategies to help address social challenges.

About Fast Pitch

FAST PITCH is a communication skills program and fundraising event for organizations that are creating lasting social change in the 7 SVP India chapter areas.

Our program trains nonprofit professionals to powerfully communicate their story, build deep relationships with donors, and strategically market their mission and impact.

Non profit organizations will be accepted into our **Fast Pitch Class of 2021**. All participants will have the opportunity to deliver their own, unique “Fast Pitch” and connect with leaders in the business, philanthropic, and nonprofit communities.

Fast Pitch is an incredible opportunity for nonprofit organizations to build lasting **relationships**, gain new **resources**, and become more **resilient**.

FAST PITCH OFFERS:

- ✓ Professional Communication and Storytelling Training
- ✓ Dedicated Coaches to assist you with crafting your best “Fast Pitch”
- ✓ The opportunity to deliver YOUR STORY, needs, and impact to a wide audience
- ✓ Access to a wide audience which includes Donors
- ✓ Ability to get Unrestricted Grants

DO YOU CONSIDER YOURSELF AND YOUR NONPROFIT TO BE?

- **Focused** on long-term outcomes
- **Creative** and able to problem solve to tackle complex social issues in your community
- **Committed** to growth and capacity building
- **Interested** in learning how to improve your organization’s fundraising and messaging strategy

If these qualities describe you, we encourage you to apply to be part of Fast Pitch 2021!

HOW TO APPLY:

- **Learn** about Fast Pitch - thoroughly review this application guide, review the application questions, and take time to talk to your team about how Fast Pitch can support your organization.

Our program is designed to strengthen your nonprofit, so it is important to gather support from your team!

- **Select** one professional from your organization who will represent your nonprofit throughout our entire program. We encourage you to select someone who will embrace this opportunity, such as a senior leader, an up-and-coming leader, or a key member of your team.
- **Submit** your application! We can't wait to learn more about your organization and the work you are doing. You are encouraged to submit your application early.
- **Relax**, we will notify you by email that we have received your application.

ELIGIBILITY:

- **Nonprofit organization** – Applicants must be any form of non-profit; Sec-8, Society or Trust with renewed 12A and 80G, and with 2 years of audited financial reports.
- **Location** - based out of or area of impact in Bangalore, Pune, Mumbai, Delhi NCR, Hyderabad, Kolkata or Ahmedabad.
- **Financials** – Annual expenditure in FY 2020-21 between **Rs. 25 lakhs and Rs. 3 crores.**
- **Domain** - Livelihood, Waste Management/Clean City, Disability, Agriculture, Education (focused on driving Livelihood)
- **Presenter** – Individuals presenting on behalf of their organization must be a senior team member with significant organizational decision-making responsibility.

PROGRAM PARTICIPATION REQUIREMENTS:

- We are looking for participants who are **committed** to the Fast Pitch process during the program timeline. Therefore, **presenters must attend all the training workshops and coaching sessions**, which help to produce a crisp, engaging five-minute presentation of the organization's mission, distinctive approach and impact.
- In order to benefit from the program, participants should plan to spend a minimum of 2 hours a week **working on their pitch** outside of the group sessions.

HOW IT WORKS:

1. Applications will be accepted only until **Friday 26th November 2021**
2. Two Virtual Q&A sessions have been organised on **Monday 22nd Nov and Tuesday 23rd Nov from 4.30 to 5.30pm** as an **NGO Applicants' Introduction to Fast Pitch.**
3. Submit your **Google Form Application** (*application questions are listed below) along with a maximum 3 minutes ****NGO Video** to introduce your organization
4. Our **Selection Committee**, composed of a diverse group, will review all submissions and select the Finalists to join our Fast Pitch Class of 2021.
5. If you are shortlisted, you will become part of **SVP India's first FAST PITCH Cohort!**
6. Selected Fast Pitch organizations will attend a Fast Pitch **Orientation session** (exact date and time will be shared with finalists) to learn more about our training program and event.
7. Each participant will be paired with three dedicated **coaches** who will support them throughout

with effective communication and pitch training, which will enhance the NGO leader's ability to make a five-minute impactful pitch.

8. The final **Virtual Showcase Event will be in February 2022** where participating organizations will present, and attract cash and in-kind awards.
9. This event will **expose** the selected NGOs to a **varied audience** composed of business owners, industry leaders, other non-profit organizations and CSR teams; which will help establish market linkages and tap a larger volunteer base among others.

***Application Key Questions** - prepare well and fill in the google form

1. What social issue are you trying to address? (50 words)
2. What is your view on the cause(s) of this problem? Please describe the extent of the problem in our country - use data to support this description. (200 words)
3. Describe the initiative/program within your organization that seeks to resolve this problem(s). (200 words)
4. How did you arrive at this approach? (200 words)
5. How is your solution unique, innovative and more effective than other organizations, who may be addressing the same social issue? (200 words)
6. How is your program and initiatives influenced by the communities or population(s) that you serve? (200 words)
7. What makes your team uniquely qualified to tackle this social problem? (150 words)
8. Give us a real-life example of your mission in action. (200 words)
9. How do you measure the organization's short-term and long-term impact? Have any third party assessments been conducted? (200 words)
10. What is your total impact to date? (100 words)
11. Do you have any plans for scaling? If yes, what are the plans? (150 words)
12. Why are you interested in participating in Fast Pitch? (150 words)
13. What do you expect to accomplish with the winning grant? (200 words)
14. Kindly attach a Pitch Video (maximum 3 mins)

***NGO Intro Video parameters** - 3 mins videos

1. Can be made in English or Hindi
2. The Fast Pitch presenter must be the Same as the speaker in this video
3. Share why you are personally affected by the social problem that your organization wants to solve.
4. Share your organization's key approaches to solving the pressing issues which have significantly increased social impact.

QUESTIONS?

We encourage you to join us in any one of the two **NGO Applicants' Introduction to Fast Pitch** Virtual Q&A sessions organised on **Monday 22nd Nov and Tuesday 23rd Nov from 4.30 to 5.30pm** to understand the Fast Pitch Program and Event better.

Keep your questions about eligibility, program participation requirements, and the application ready !

Zoom Link for the session on both days -

Topic: SVP India Fast Pitch Applicants Introduction Day

Join Zoom Meeting

<https://us02web.zoom.us/j/86419628161?pwd=Mi84dGJXWTZ3TXBmeDR2UVpUZGc0UT09>

Meeting ID: 864 1962 8161

Passcode: 020517

STAY CONNECTED WITH US!

Follow SVP India on your favorite social media platforms: Instagram, Facebook, or LinkedIn.

Check our website for updates: www.svpindia.org

Write to fastpitch@svpindia.in for any queries.

IMPORTANT SESSIONS:

All sessions listed are **MANDATORY** for Fast Pitch Class of 2021 participants. Exact dates and timings will be shared with the finalists.

- NGO Orientation
- Coach Meet and Greet Event
- Pitch Communications Training
- Pitch Refinement training (2 workshops)
- 1 on 1 Coaching (4 - 6 sessions)

WE CARE ABOUT YOUR EXPERIENCE:

The work you do matters, and your time is valuable. We are here to support YOU!

Below is a checklist to help you prepare for submitting your application. We encourage you to find a process that works best for your organization.

APPLICATION CHECKLIST:

1. Talk to your NGO team about this opportunity
 2. Attend the Virtual Session to learn more
 3. Identify a presenter who will represent your organization as the participant
 4. Mark your calendars and verify availability for all dates.
 5. Review the questions shared here and prepare for them
 6. Fill in the application
 7. Submit your application
- o Deadline to apply is **Friday 26th November 2021**
8. Follow SVP India on your favorite social media channels
 9. Celebrate your hard work!

All the Best !