

# Social Action Pitch Day Guide

Social Action Pitch Days provide an additional opportunity for young people to pitch for funding to support their social action projects/interests. The young people can pitch their project ideas in a 'Dragons Den' format and receive feedback and suggestions from their peers, role models and subject matter experts on the judge's panel. The pitch days not only provide them with the funding support towards their projects, but it also allows young people to develop their presentation, public speaking and campaigning skills, as well as build confidence by pitching to the panel for something they truly believe in

The process encourages their reflective practice and planning skills.

A simple application form is filled in advance by the young people with support from their youth worker, detailing their social action purpose, project plans, and budget outline for their project. Once the application has been reviewed by the youth worker or staff member involved, you can start planning your very own social action pitch day.



EMPOWERHER

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## Before the Pitch Day

- ★ Ask the young people what they want to get out of the event, skills they'd like to gain, and activities they would like to do
- ★ Build the event with the young people
- ★ Create an application for the young people to fill out and include a budget template – encourage them to get creative with their applications! You can find an application form template in this resource.
- ★ Invite the judges to the event – include young people on the panel
- ★ Create a clear brief outlining what the pitch day is, what it is for, and what to expect. Include an agenda and send this in advance of the event to young people and judges.
- ★ Create a space to brief the judges 'in-person' and for them to have the opportunity to get to know one another and ask any questions about their role at the event.
- ★ Think about accessibility – are there any extra measures you need to make to ensure the event is accessible and safe for all young people. E.g. - send a bio and picture of the judges to the young people, and questions they might be asked so they can know what to expect. Can you provide captions or a BSL interpreter? Are resources accessible for those with learning difficulties?
- ★ Create a flyer and consent form (attendance and media consent) ahead of the event
- ★ Create a collaborative playlist on Spotify, encourage young people to add their favourite songs to this (make sure they are not explicit)
- ★ Have other staff members/guests/judges 'on call' in case somebody has to drop out last-minute
- ★ PLAN, PLAN, PLAN, have a session outline ready in case another member of staff needs to jump-in at the last minute (You can find a social action pitch day session outline template in this resource).



## Things to keep in mind

**Time Keeping:** How much time has been allocated for each pitch on the day.

**Questions:** The team will need to be ready to answer questions on their project idea from the panel – depending on the amount of time allocated for questions. Therefore, they might need to rehearse some pitch questions or decide who will be answering questions on the day.

**Introducing the team and organisation:** It's great if the panel get to know a bit about the team and the organisation during the pitch.

**Be Creative:** Encourage the group to be as creative as they wish – can use photos, music, drama, if the idea is communicated

## Finally, practice, practice, practice!

Remind the young people to practice the pitch as much as they can. Try to anticipate the questions the panel may ask them and prepare some possible answers.

## During the Pitch Day

- Have enough staff members/adults present for safeguarding purposes.
- Include a public speaking or confidence workshop ahead of young people pitching
- Give young people plenty of time to prepare their pitch
- Have music playing as attendees arrive – ask them an ice-breaker question to introduce themselves in the chat e.g. - please tell us your name, and favourite snack. Encourage attendees to share their preferred pronouns
- Introduce the agenda for the event – staff members and include a 'safe-mate' - someone there to offer support
- Embed plenty of breaks
- Make sure there's enough time for young people to receive feedback and celebrate the young people
- Start and finish the event with lots of energy – make sure young people are clear about next steps

**Each EmpowHER group will be given an allocated amount of time to present their project idea. This will be followed by some questions from the panel. The panel will then go into a room to deliberate and then return with final decisions and feedback for the group.**

## The presentation

Each EmpowHER group will be given an allocated amount of time to present their project idea. You can adjust the pitch times to suit your groups and plan for the sessions. This will be followed by questions from the panel for an allocated amount of time.

Each group will be asked to give a one-page document to the panel with a brief project outline and their budget on it.

The presentation should be clear and succinct. Groups are welcome to use a PowerPoint (which will need to be sent ahead of the pitch) but do not have to.

## Some example questions you might ask the group include:

- ? How would you describe your project in 30 seconds or less?
- ? How will you turn your project idea into reality? Who will do what, by when, to make the project happen?
- ? What impact will the project have?  
? How will you measure success?
- ? Why did you decide on this project idea?  
? What else did you discuss?
- ? How will the partnership work?  
? Why did you decide on this partner?
- ? How realistic is the budget?  
? Where could you make savings, or might need more?

## What the panel should look for

### ★ Need & Impact

Projects that have a great positive impact on their community – a clear need and clear outcome/impact.

### ★ Partnership

For the team to work with another organisation(s) / group in some way through their project.

### ★ Project Plan

A well thought through project including what needs to be done, when things happen, who will do what with roles for the team.

### ★ Budget

A well-researched budget with outline of what money will be used for and getting the best price.

### ★ Creativity

An idea that's related to the issue in a creative way

### ★ Personal Development

Projects that increase skills and learning, and the group doing the project with young people taking the lead on project.

You may decide to award all groups up to the highest amount of money available or you could suggest lower amounts or ask for more information about the project. An additional staff member should be in the judge's deliberation room to support with any administrative questions.



## Following the event

- Award the groups their social action pitch day cheques whilst celebrating them
- Initiate a fun/exciting or relaxing game/activity to end the event on a high for the groups
- Send over the social action pitch day participation certificates to the young people, congratulating them on their successful pitches.
- Provide them with their pitched funds and support them to bring their pitched projects to life!