

# How to Develop a Program Pitch

Respond to the questions below to begin your two program pitches - one for talking with potential participants and one for talking with organizations. We recommend you complete [An Overview of Your Local Healthy Start Program](#) in the Healthy Start 101 Module before developing your program pitch.

## Program Pitch for Potential Participants

**1. What is the goal of your pitch?** For example, tell potential participants about the services your program offers for mothers, children, and fathers/partners.

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**2. What do you want the person to know about your program?** For example, explain the main services your program offers and how it relates to improving maternal, infant, and family health. If you can, add information or data to illustrate the program value.

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**3. Why would *they* want to know about your program—how does it relate to their concerns, goals, or needs? What's in it for them?** For example, for a pregnant woman mention that the program can provide information and support to have a healthy pregnancy and connect them to prenatal care.

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**4. What makes your program unique?** For example, explain how the program can connect them with many different resources and services in the community.

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**Put it all together!** Once you have answered each question above, put it all together. Read it aloud and time yourself to see how long it takes. Try to keep it around 20-30 seconds. If your pitch is longer, cut out anything that isn't necessary. Remember, an effective pitch is memorable and emphasizes what makes your program stand out from other programs in the community!

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**Practice, practice, practice!** The goal is to have a quick pitch that feels natural. This includes what you say and how you say it. Practice in front of a mirror or a coworker to get feedback on your words and body language. The more you practice your pitch, the smoother it will become.



# How to Develop a Program Pitch

## Program Pitch for Community Organizations

**1. What is the goal of your pitch?** For example, telling organizations about the services your program offers for mothers, children, and fathers/partners.

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**2. What do you want the organization to know about your program?** For example, explain the main services your program offers and how it relates to improving maternal, infant, and family health. If you can, add information or data to illustrate the program value.

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**3. Why would *they* want to know more about your program—how does it relate to their services, goals, or clients? What's in it for them?** For example, for a pediatric clinic mention that the program provides education on developmental milestones and opportunities for mothers and fathers to join parenting groups.

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**4. What makes your program unique?** For example, explain to potential partner organizations how the services your program provides complement the work they do.

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Developed by JSI for the Healthy Start EPIC Center

