

Presentation Guidelines & Talking Points



If the organization you nominated is selected for consideration at an event, you will be allotted five (5) minutes to make your case to our members and that takes some planning. Only members in good standing of 100² Women for Good Boise in order to make a presentation at an event. Here are some points to cover but simply put, think about what YOU would like to hear from a fellow member about a nonprofit. Be fun, educational and impactful.

You only have a handful of minutes so make your pitch count!

Presenting the Nonprofit to our Members

- Be prepared, know about the nonprofit you are presenting.
- Focus on a specific program that needs funding and to talk about the people that particular program will benefit and what it accomplishes in our community.
- The more specific you are, the more each member will be able to connect her donation with this nonprofit. Don't speak in generalities or your audience will get lost.
- Tug at the heart as much as you inform the mind. Leave us with a sense of why you are passionate about this nonprofit and share at least one story of a real person that was impacted by the work of this nonprofit and how it made a difference in his or her life.
- Presentations should be simple and not overly formal – no PowerPoint's or handouts!
- Have fun with it!

Suggested Talking Points

Be prepared to potentially answer a few questions from the audience.

- Start with an engaging opening line. (*"Every month, 75 women in our community are involved in a domestic violence dispute."*)
- State your name and the name and location of the organization.
- Describe the service area of the organization and whom they serve.
- State the organization's mission statement and speak to what it does overall and how its services benefit the community.
- Speak to the organization's finances, including the size of its annual operating budget and how much it spends on admin/fundraising.
- Describe specifically how our funds will be used, providing some background, if possible, on the following
 - Is this a new or existing program?
 - Does the charity have a plan in place to sustain the program after our funds have been used?
 - How many people the funds will impact?
 - Is the program essential? What will our community miss if it does not get funded?
 - What measurements will be used to ensure success of the program and good use of the donation?
- Tell a story of a person/animal positively affected by the organization.
- End with a heartfelt ask and a thank you.



What do they do?
Mission/Purpose of Organization
Who do they serve?
Demographics served, key metrics Who comprises the organization? How many staff , volunteers, community partners; interesting insights
Where do they serve?
Location(s), type sites/cities/counties?
How do they serve?
How do they deliver services/products? How do they fund?
Why do they do what they do?
Founding motivations or experiences; brief history Personal story, experience or connection to mission Special project/purpose, funding issues, funding sources
When do they serve?
Insight into hours, days, any seasonality, timing of needs, etc.

Keep it simple: Speak from the heart