

## Key Takeaways from CSR Mock Pitching Session

Sattva conducted a mock pitching session for Non Profits on **10th May , 2022** wherein the non profits were given a chance to Pitch in to the CSR experts , who in turn gave their feedback and corrective measures to be implemented. They also mentioned some broad guidelines for the same , which are covered below.

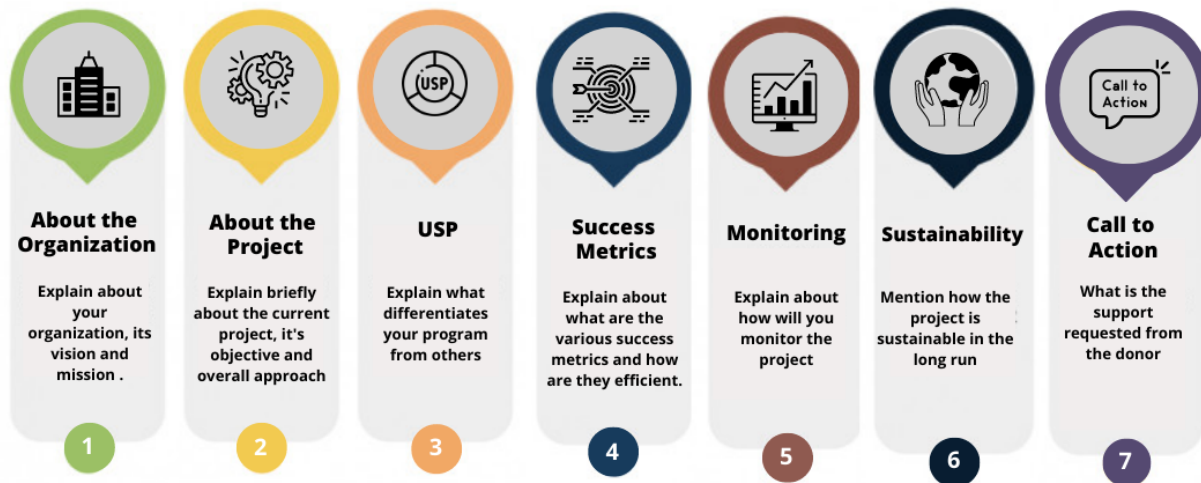
### The CSR Experts:

- **Nirbhay Lumde**- Director for Sustainability and Corporate Social Responsibility for the Asia Pacific Global Delivery Centers of Excellence, CGI
- **Daffodil Marcus**- Director – Strategy & Operations, Cognizant Foundation
- **Nixon Joseph**- Chief Executive Officer- Children's LoveCastles Trust (CLT India)

### Some of the Best Practices are:

#### Proposal Structure and Components

### The Components of the Proposal are:



- The slides in the Pitch Deck should move in such a way that it first:
  - **Gives a brief about the organization (NGO):** its vision and mission and then
  - **Branches out** to respective projects and initiatives.
- Mention the **Key USP** of the programme i.e the factor that makes the project stand out from others.
- Mention the steps you will take to **monitor the progress** of the program.
- Ensure that the **success metrics** are strong , efficient and are backed by data points.
- The Project **can be backed by** case studies, examples , other donor partnerships or pilot test runs results.

- **Mention how the project is sustainable:** Although defining sustainability is a big challenge, the donor should be made aware of the fact that whether he has to constantly support this project or if it is self sufficient in the future.
- It is advised to look for larger concepts and thought processes while making the pitch deck. **Clarity of Idea is expected** in terms of logistics , end outcome, impact. Cost etc.

### Data and Information

- **Content of the deck is of utmost importance:** The deck should include all the important information and should be able to communicate the organization's story in an effective manner.
- The **visuals** should be appropriately taken care of.
- The ratio of the **data points** and **Your Story** in the pitch deck should be **50:50** .
- Ensure that the NGO has a **strong system to evaluate** success stories and impact and all of this is effectively backed by data points. (reports, case studies etc)

### Proposal Format / Narrative

- The Proposal and the mails should be **very precise** and **brief**.
- The Pitch Deck **can have a video** , but the video should not be longer than 1-2 minutes and should be very impactful.

### Budget

- It is advisable to be very clear about the **goal** and **need** of the funds.
- It is advisable to **avoid money related discussions** in the early meetings.
- Ensure that the **administrative cost** should be limited to **8-9 %** of the ask.
- Funders already have a rough idea of the **cost per beneficiary**, in case it is different, then the donor would want to know the reasons and in this case it is advisable to add that preemptively.
- It is advised to make sure that the **time period for the project is 3 years**, beyond this the CSR's are not able to visualize the impact of the project and hence are reluctant to give funds.
- The word "**other donors**" should be included in the slide in a strategic way so that it gives credibility but also at the same time does not create a negative impression that the organization is already funded

### During the Pitch

- Don't **just read out** what is written on the deck and focus on using personal experiences and stories.
- Use of Layman Language is advised.

- The organization should **mention stories of impact , success stories from the beneficiaries** and should focus on bringing out the human aspect of the story and in building an emotional connection through storytelling.
- Set up a narrative focus on your organization and its past initiatives.
- When you are giving the pitch , **Less is more**. Prioritize the most important things you want to share and then stick to those pieces.

## Others

- **Reach out to correct Donors:** Most donors and CSRs have pre-decided their areas of focus but within these there is a sharper focus too so therefore it is advisable to reach out to the people who are already leaning towards your organization's cause, they would already know the space.
- Try to **represent your organization** in the CSR events, meetings and conclaves held in the ecosystem from time to time
- **Anticipate questions** and do proper research for the same.
- **Have an action plan**, tell them about your immediate next steps and call of action.
- The Organization should maintain a very **active social media presence**.
- Whatever the results of the grant is , **keep in touch with the CSR and the experts**.
- Organizations **should not ask about corpus funds** whenever going for CSR funding.