



The Perfect Pitch

Association of Fundraising Professionals

10.15.13

@SandlerTampa

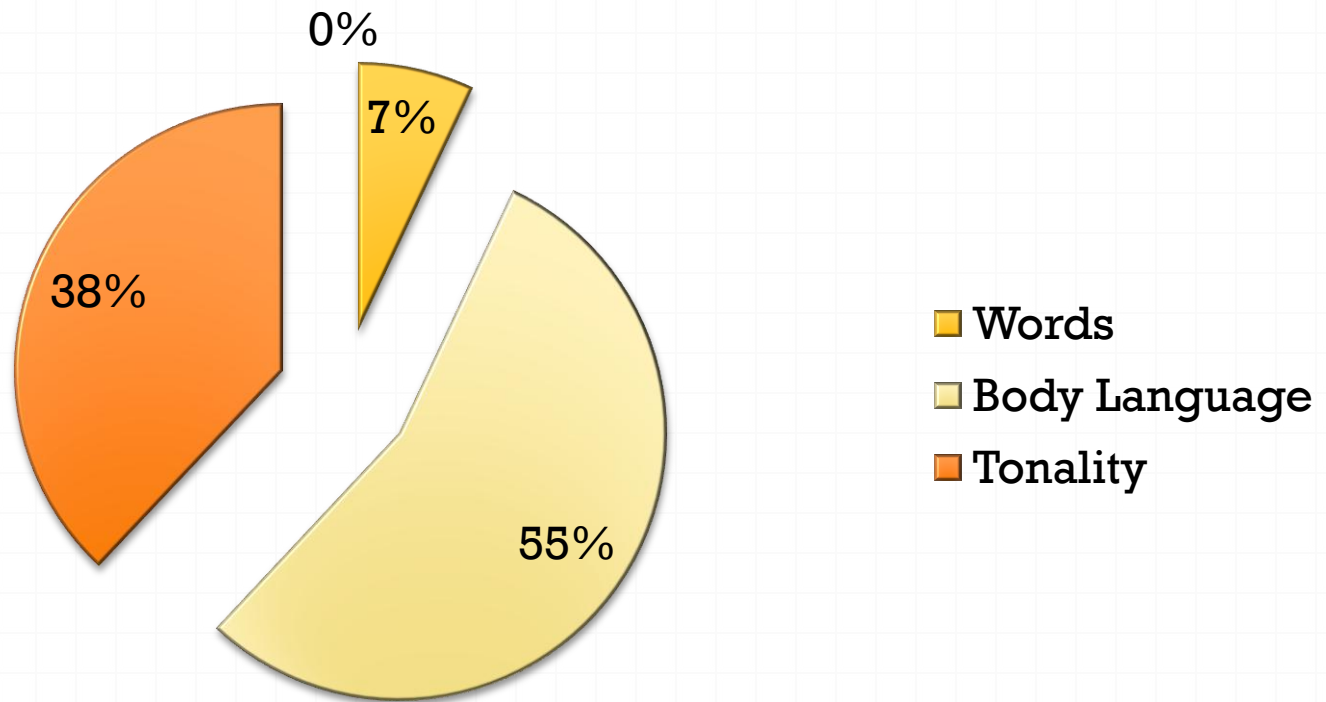
**What's your 30-second
elevator pitch?**

**Raise your hand if these
start to sound the same...**



How do we differentiate?

Communication Pie



The diagram consists of three rounded rectangular boxes arranged horizontally from left to right. The first box is orange and contains the word 'features'. The second box is purple and contains the word 'benefits'. The third box is red and contains the words 'pain indicators' stacked vertically. A large, light purple arrow shape is positioned behind the boxes, pointing from left to right, indicating a sequential flow or relationship between the three concepts.

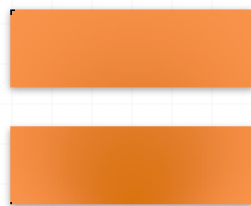
features

benefits

pain
indicators



Features



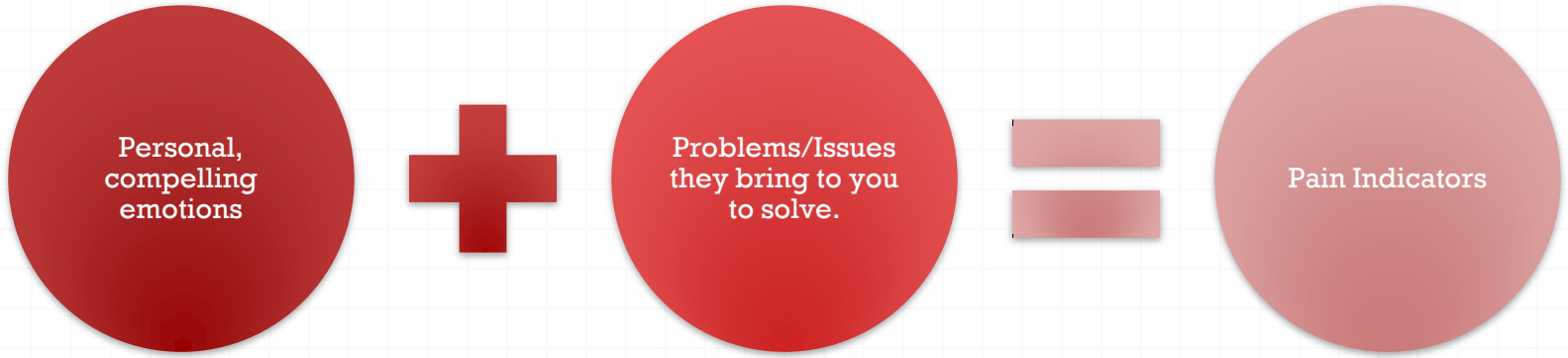
Facts



Benefits



So what?



**Write your new
30-second commercial**

Lessons Learned



thanks, ya'll
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