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**Creating a YES! Campaign**

**Worksheet**

This worksheet will help you write a carefully planned and prepared message that grabs attention in a few words, which should only take 30-60 seconds.

The pitch is:

* Absolutely no longer than 30-60 seconds.
* Or, in words- approximately 80-90 words
* Or, in sentences- 8 to 10 sentences

1. **About YES!**: Open with a statement that grabs attention: a hook that prompts your listener to ask questions; What is YES!, who you are: what is your role? (1-2 sentences)

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1. **Description/Purpose of Project:** What is you project? What is your purpose/intent? (1-2 sentences)

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1. **Impact of Project (Goal)-** Tell what impact you can make or solutions you can offer, how will this project make a difference? (1-2 sentences)

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1. **How can you help? (Donations)** Describe what you want (donation amount), how to donate, why donate? (1-2 sentences)

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1. **Impact of donations?** End with a strong statement of how a donation is helping, how they can make an impact, what difference can a donation make - this statement should (1 STRONG sentence) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Checklist for fine-tuning:**

* First write down all that comes up in your mind.
* Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.
* Connect the phrases to each other. Your flow has to flow naturally and smoothly. Don’t rush.
* Memorize key points and practice.
* Have you really answered the key questions for your listener
* Create a video/commercial with our pitch

***ONE + ONE = CHANGE***

***One dollar + One person = a more sustainable future***