



COMMUNICATIONS AND MEDIA

How to pitch your organisation

BEGINNER

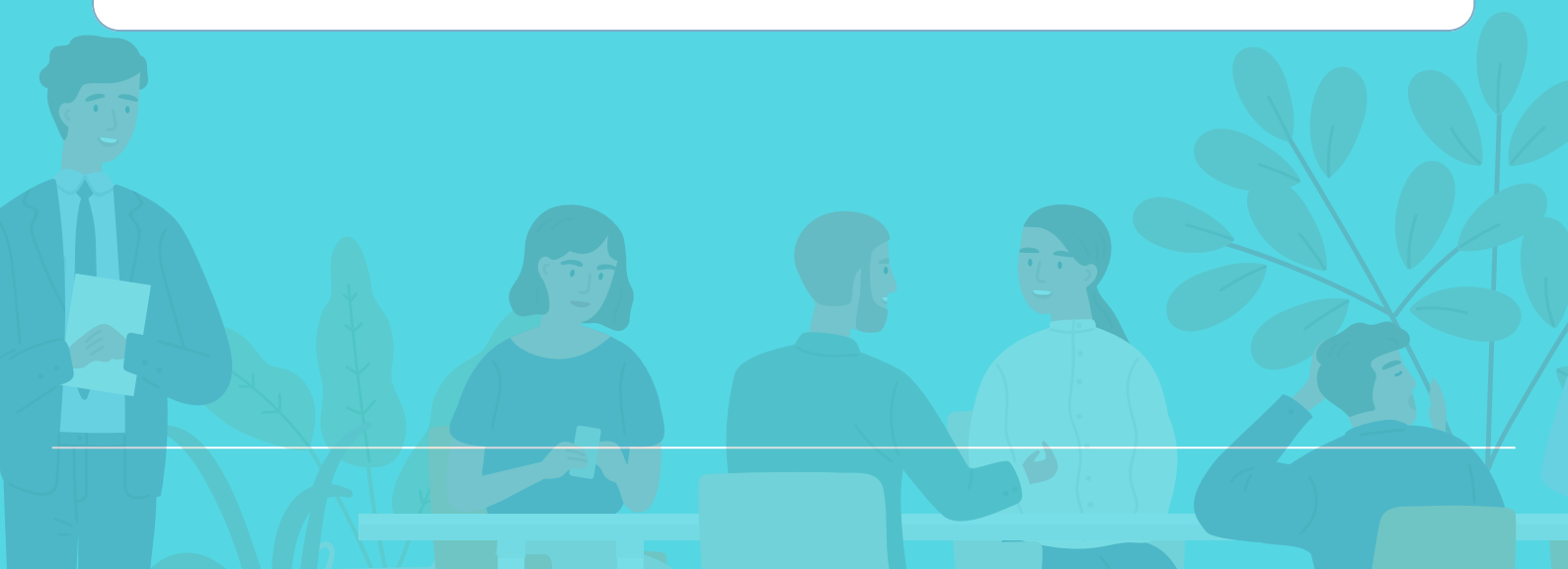
→ A PITCH HELPS YOU CLEARLY COMMUNICATE THE MISSION AND IMPACT OF YOUR ORGANISATION IN A POWERFUL WAY.

OBJECTIVES:

- Provide a basic **understanding of primary immunodeficiency (PID)**.
- Connect the **patient experience** in a way that resonates.
- Understand your **organisation's role and mission**.
- Align the spokesperson on the **same message**, whatever the channel.

ADVANTAGES:

- Increase **awareness** and understanding of PIDs.
- Increase the **visibility** of your organisation.
- Drive advocate and **stakeholder engagement** and support.
- **Grow funding**.



How to pitch your organisation

STEP BY STEP:

1

KNOW YOUR AUDIENCE

- Before you sit down to write your pitch or create your presentation, **who is a real person you can envision presenting this to?**

2

GRAB THEIR ATTENTION – AND KEEP IT

- **Use visuals** in your presentation and an **authentic tone**. Explain clearly and cut out what is unfamiliar depending on the audience.

3

MAKE THE CONNECTION

- Why does this matter? Why should it matter to them? **Pick the most important detail you want someone to remember**. Share your mission and vision but use a story or a statistic that is meaningful to you to bring it to life.

4

TAILOR YOUR PITCH

- Create a **brief, informal elevator pitch** and a **detailed, formal version** to share your mission and impact.

5

WRITE AND SPEAK LIKE A HUMAN

- Imagine having coffee with the person you're trying to reach. The same words you'd say to them are the ones you should write down. **Use a simple, conversational style**.

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STEP BY STEP:

6

STOP WHEN ENOUGH IS ENOUGH

- Use as few words, sentences, and paragraphs as possible. The greatest gift that you can give to yourself – and others – is time. Your points will break through the noise and be heard. **Let them know they can be part of the solution.**

7

PRACTICE

- And then practice again. You want to sound natural and not scripted, but you also want to sound prepared.

What guides us



Mission: The Immune Deficiency Foundation improves the diagnosis, treatment, and quality of life for every person affected by primary immunodeficiency.

We foster a community that is connected, engaged, and empowered through advocacy, education, and research.

Vision: A healthier day, every day, for every person with immune deficiency.



TIPS

- **Make presentations scannable.** People won't read long text passages. Tell them why/how you are working to solve the problem. Bullets are good; be frugal with your word. Simple sentences and punchy words help, too.
- **Provide a leave-behind** with key details or send it later to remind your audience of your main points.

EXAMPLES

- In the case of IDF (United States) they always start with their mission, then a few quick lines about what PID is, that the fear of infection is real, ongoing, and isolating. And that's where their organization comes in. They talk about how they help people and close with their vision, inviting the audience to join them. See [here](#).

OTHER RESOURCES

- **Smart Brevity**, by Axios HQ, provides best practices for communicating with intent and impact. Click [here](#).