



Pitch



The Pitch Toolkit

A panel member guide to the **Pitch** step



Contents

	Page
Pitch	3
KEY+ stages	4
Before The Pitch	5
The Pitch	6
- Who should be present	7
- What a pitch should cover	7
Pitch structure	8
Panel notes form - Stage 1	9
Panel notes form - Stage 2	11
Panel notes form - Stage 3	13



Pitch

The 'Pitch' is a vital part of the process of The Key, where young people show a Panel how their project has developed through the 'Think' and 'Plan' stages. The function of the 'Pitch' is to prove that the group have met the criteria to be awarded the money to 'Do' their project.

The 'Pitch' should also give the group ideas for their evaluation at the 'Review' stage.

KEY+ stages

K
KICKSTART SKILLS

STAGE 1

- ★ Discover the 12 Key Skills
- ★ Plan a single project
- ★ Start as a team
- ★ Pitch the plan
- ★ Evaluate your self

£250 BUDGET

E
EXCEED EXPECTATIONS

STAGE 2

- ★ Develop the 12 Key Skills
- ★ Plan a challenging project
- ★ Perform as a team
- ★ Pitch the challenge
- ★ Evaluate your team work

£500 BUDGET

Y
YOUTH IMPACT

STAGE 3

- ★ Master the 12 Key Skills
- ★ Plan an impactful project
- ★ Thrive as a team
- ★ Pitch the impact
- ★ Evaluate your impact

£1000 BUDGET

+
+ FOLLOW ON OPPORTUNITIES

Continue their growth through bespoke opportunities, work experience or volunteering.



KEY+ has 3 incremental stages. Young people can progress through the 3 stages - each time planning more challenging projects with a larger budget, further developing their skills and all whilst benefitting more members of their community.

As with the projects, the pitch to panel should get progressively more challenging too. Young people should be expected to demonstrate how they have developed most of the 12 Key Skills with their planning talk about the situations which helped them to develop.

Before The Pitch

The group's Facilitator will invite you to the pitch via the KIT - The Key's online system, which will send you an automatic invitation by email request. Please reply to this as promptly as you can.

Once accepted, you'll be able to view the pre-panel paperwork in the 'Think' section off the project on your online account. Ahead of the pitch, the group's Key Facilitator will have uploaded the:

- **Group Background Report**
- **Budget**

Review these documents beforehand to ensure you are fully prepared.

Pitches can take place in person, or virtually via Zoom or Teams.

Group Facilitators will either email or upload to the system, the address or relevant link in advance.

Young people and panelists are encouraged to ensure that cameras and microphones are turned on.



The Pitch

Pitching an idea to panel is often a very challenging but extremely rewarding experience. Young people can be creative with this step, and we set no limitations on how they approach this.

Historic examples include: Rapping, performing & speeches with visuals, a full live band performance of their own song!

Who should be present?

The group's Key Facilitator organises the panel members and the young people should not personally know any of the panel members.

A panel should be made up of a minimum of 2 trained panellists, this can include the following:

- ★ Trained Young Community Panel Member
- ★ Trained Community Panel Member
- ★ Trained Key Facilitator
- ★ Member of The Key Team

***An untrained volunteer should only sit on a panel if there are also at least two trained members with them**



The Pitch

To determine whether the stage criteria has been met, the panel will need to complete the Decision Tree on the KIT. We encourage panellists to use the **Panel Notes Form** to help guide this process.

What a pitch to panel should include:



The idea and how it was developed



Detailed project costs



Which skills they've used and how

The purpose of the pitch is to ensure:

- The idea was youth-led and the majority of the work was carried out by the young people.
- The group have a clear, realistic and sufficiently detailed budget.
- All participants have developed some of the 12 Key Skills and how they did so.
- There is no retrospective funding and that the project is safe and legal.
- The group have something to think about while they do the project that could help with the evaluation.
- Everyone needs to contribute.
- Everyone should attend. Sometimes a group member can't attend last minute, this can't always be helped, but if there are a significant number of group members not attending normally the panel should be rearranged, particularly in smaller groups where the impact of group members not being there is greater.

What if the criteria is not met?

If the pitch doesn't meet the above requirements, the panel should ask the group to do more work before they get the go ahead. Depending on the amount of work required, this can be the same day or at a later opportunity. It is perfectly normal for groups to get a 'Not Yet' at panel, if insufficient work has been completed for the panel to approve the project.



Pitch Structure



INTRODUCTION	<ul style="list-style-type: none"> • Group and panel members gather in person or online. • Everyone introduces themselves and help the young people feel relaxed.
PITCH	<ul style="list-style-type: none"> • The group present their pitch without the Facilitator. • They can be as creative as they choose; presentation, rap or drama!
PANEL QUESTIONS	<ul style="list-style-type: none"> • Ask the group questions to check their understanding and get any further details (suggestions on page 9).
PANEL DISCUSSION	<ul style="list-style-type: none"> • The young people leave the room after the pitch (if virtual, try using a breakout room). • Discuss and assess if the group fulfilled the requirements needed to receive the micro grant. • Use the Panel Notes document to help guide discussions and check the criteria.
DECISION TREE	<ul style="list-style-type: none"> • Choose one panellist to input the information on the KIT. • Go to the Decision Tree and work through the assessment.
FEEDBACK TO GROUP	<ul style="list-style-type: none"> • With the group back in the room share your decision. Always be encouraging even if the decision is a 'Not Yet'. • If the answer is 'Not Yet', the panel need to set conditions to get them on track and request the group reports back once this has been done. • If it's a 'Yes' congratulate the group on their achievement and feel free to share any advice that will help them do or evaluate their project.
FEEDBACK TO THE KEY	<ul style="list-style-type: none"> • Finally, a panel member needs to submit all outcomes to The Key via the KIT this usually only takes 5 minutes.

Panel Questions

General Questions

- How did you come up with the idea?
- Why do you want to do this project?
- Which Key Skills have you developed the most? How?
- Other than the 12 Key Skills what have you learnt?
- Was the work shared equally by the group?
- How did you agree your responsibilities? And how have you seen them through?
- Please can you explain the costs to the panel?
- Did you try different places or suppliers to see who was the cheapest?
- How did you solve any problems?
- Have you raised any money from anywhere else?
- What records have you been keeping?
- Did you have fun planning your Key project?

Exceed Expectations Questions:

- Which 3 Key Skills have you chosen to develop?
- How have you developed your chosen skills?
- Has it worked?
- Why did you choose these 3?
- How has the project challenged you?
- How will you evaluate your teamwork?

- Have you been able to do something that you thought you couldn't do? If so, what?
- Will anyone else benefit from what you are doing?
- Is there anything you would do differently next time?
- How are you going to record and review the project and the effect it has?
- Which part of the project are you most proud of?
- Did you have to deal with anyone in power or authority?
- How would you assess your own performance so far?
- What are some of the decisions you have had to make?
- Did you have to settle any disagreements?
- How did you cope with any stress/ tension?
- Have you discovered what you are good and not so good at?
- What project would you like to do next?

Youth Impact Questions:

- Which of your weakest skills have you chosen to develop?
- Have you noticed a difference by working on weaker skills?
- What impact are you hoping to have with this project?
- Have you identified a gap in the market for your enterprise?
- Have you done anything that's helped you thrive as a team?
- How will you evaluate the impact the project has?





PANEL NOTES

Group Name: _____

Group Members: _____



TOP TIP: Follow the steps on this form to ensure that you and the young people pitching have had the best possible panel experience.

Pitch Process

1. HELLO'S & INTRODUCTION'S

Young people and panel members meet either in person or online. Everyone introduces themselves and make the young people feel comfortable. Facilitator leaves the room (unless previously agreed) for the young people to present their pitch

2. PITCH

Young people present their pitch as creatively as they choose!

3. PANEL QUESTIONS

At pitch, it's important you check your understanding and ask questions. Make sure all group members contribute and ask question such as:

- How did you come up with the idea?
- Why do you want to do this project?
- Which Key Skills have you developed the most? How?
- Other than the 12 Key Skills what have you learnt?
- Was the work shared equally by the group?
- How did have responsibilities? And have you seen them through?
- Did you try different places or suppliers to see who was the cheapest?
- How did you solve any problems?
- Have you raised any money from anywhere else?
- What records have you been keeping?
- Did you have fun planning your Key project?

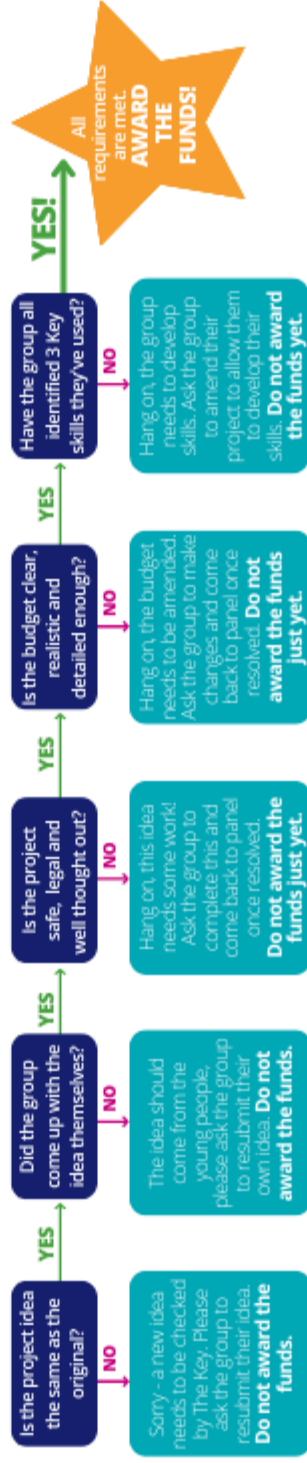
12 Key Skills

During a Kickstart Skills project, group members should all use **at least 3** of the 12 Key Skills throughout the process. The group should identify and discuss this development as they pitch but if not please ask further questions to find out.

12 KEY SKILLS Self - Relationship - Task	Have the young people developed the skills? <input checked="" type="checkbox"/>							Notes
	Group Member 1	Group Member 2	Group Member 3	Group Member 4	Group Member 5	Group Member 6	Group Member 7	
Assess your own performance								
Cope with stress and tension								
Plan your time and energy								
Work out what you're good and not so good at								
Communicate								
Negotiate								
Settle disagreements								
Deal with people in power and authority								
Solve Problems								
Agree your responsibilities and see them through								
Make Decisions								
Search for information and get advice								

4. PANEL DISCUSSION

Without the young people present, discuss with the other panel members to check you all agree that they've done enough to be awarded the funds; use the decision tree to guide you...



5. GROUP FEEDBACK

Now that the group are back in the room, share your decision! Always be encouraging even if the answer is 'Not Yet'.

If it's a 'Yes' congratulate the group on their achievement and feel free to share any advice that will help them do or evaluate their project.

If the answer is 'Not Yet', the panel need to set conditions to get them on track and request the group reports back once this has been done.

HAVE YOU SET ANY CONDITIONS?

6. FEEDBACK TO THE KEY VIA KIT

Nominate a panel member to update the KIT with your decision and submit this outcome to The Key - this should only take 5 minutes.

THANKS FOR BEING A PANEL MEMBER TODAY, YOU'LL HEAR ABOUT HOW THE GROUP GET ON ONCE THE PROJECT IS COMPLETE

Remember The Key team are on hand to help so don't hesitate to get in touch!





PANEL NOTES

Group Name: _____

Group Members: _____



Pitch Process



TOP TIP: Follow the steps on this form to ensure that you and the young people pitching have had the best possible panel experience. It will also make it easier to complete the decision tree on KIT.

1. HELLO'S & INTRODUCTION'S

Young people and panel members meet either in person or online. Everyone introduces themselves and make the young people feel comfortable. Facilitator leaves the room (unless previously agreed) for the young people to present their pitch

2. PITCH

Young people present their pitch as creatively as they choose!

3. PANEL QUESTIONS

At pitch, it's important you check your understanding and ask questions. Make sure all group members contribute and ask question such as:

- How has this project challenged you?
- Which 3 Key Skills did you choose to develop?
- How have you developed your chosen skills?
- Other than the 12 Key Skills what have you learnt?
- Was the work shared equally by the group?
- How did have responsibilities? And have you seen them through?
- How will you evaluate your teamwork?
- How did you solve any problems?
- Have you raised any money from anywhere else?
- What records have you been keeping?
- Did you have fun planning your Key project?

12 Key Skills

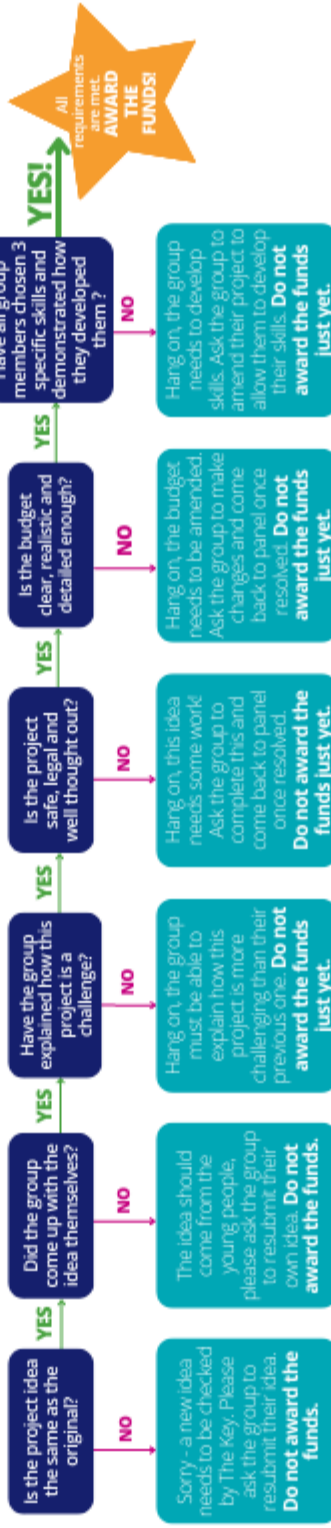
During an Exceed Expectations project, group members should select **at least 3** of the 12 Key Skills to develop throughout the process. The group should identify and discuss this development as they pitch but if not please ask further questions to find out.

12 KEY SKILLS Self - Relationship - Task	Have the young people developed the skills? <input checked="" type="checkbox"/>							Have they explained how they already have or how they plan to develop their chosen skills?
	Group Member 1	Group Member 2	Group Member 3	Group Member 4	Group Member 5	Group Member 6	Group Member 7	
Assess your own performance								
Cope with stress and tension								
Plan your time and energy								
Work out what you're good and not so good at								
Communicate								
Negotiate								
Settle disagreements								
Deal with people in power and authority								
Solve Problems								
Agree your responsibilities and see them through								
Make Decisions								
Search for information and get advice								



4. PANEL DISCUSSION

Without the young people present, discuss with the other panel members to check you all agree that they've done enough to be awarded the funds; use the decision tree to guide you...



5. GROUP FEEDBACK

Now that the group are back in the room, share your decision! Always be encouraging even if the answer is 'Not Yet'.

If it's a 'Yes' congratulate the group on their achievement and feel free to share any advice that will help them do or evaluate their project.

If the answer is 'Not Yet', the panel need to set conditions to get them on track and request the group reports back once this has been done.

HAVE YOU SET ANY CONDITIONS?

6. FEEDBACK TO THE KEY VIA KIT

Nominate a panel member to update the KIT with your decision and submit this outcome to The Key - this should only take 5 minutes.

THANKS FOR BEING A PANEL MEMBER TODAY, YOU'LL HEAR ABOUT HOW THE GROUP GET ON ONCE THE PROJECT IS COMPLETE

Remember The Key team are on hand to help so don't hesitate to get in touch!





PANEL NOTES

Group Name: _____

Group Members: _____



Pitch Process

1. HELLO'S & INTRODUCTION'S

Young people and panel members meet either in person or online. Everyone introduces themselves and make the young people feel comfortable. Facilitator leaves the room (unless previously agreed) for the young people to present their pitch



TOP TIP: Follow the steps on this form to ensure that you and the young people pitching have had the best possible panel experience. It will also make it easier to complete the decision tree on KIT.

2. PITCH

Young people present their pitch as creatively as they choose!

3. PANEL QUESTIONS

At pitch, it's important you check your understanding and ask questions. Make sure all group members contribute and ask question such as:

- What impact are you hoping to have with this project?
- Other than the 12 Key Skills what have you learnt?
- Which of your weakest skills have you chosen to develop?
- Have you noticed a difference by working on weaker skills?
- Have you identified a gap in the market for your enterprise?
- Have you done anything that's helped you thrive as a team?
- How will you evaluate the impact the project has?

12 Key Skills

During a Youth Impact project, group members should all identify **at least 3** of their weaker 12 Key Skills to develop throughout the process. The group should identify and discuss this development as they pitch but if not please ask further questions to find out.

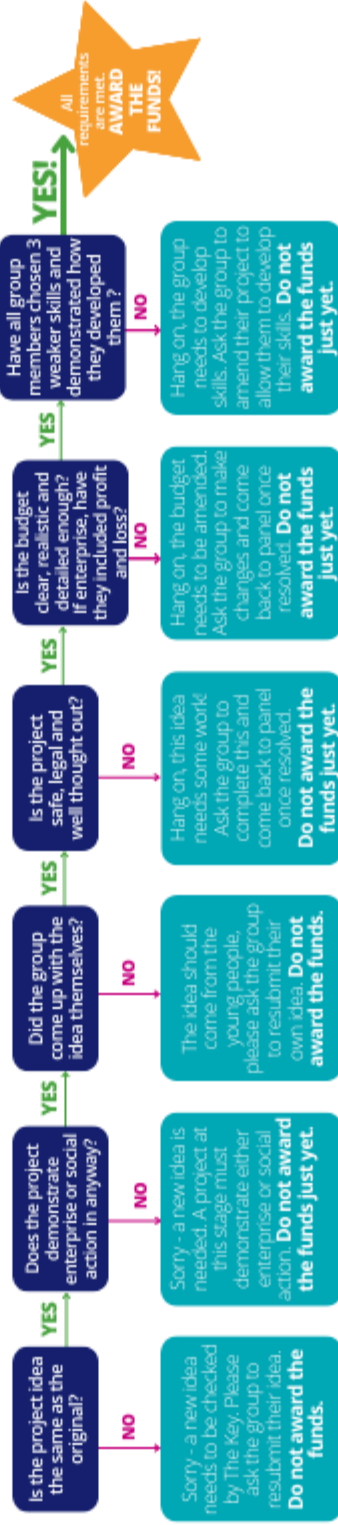
12 KEY SKILLS Self - Relationship - Task	Have the young people developed the skills? <input checked="" type="checkbox"/>							Have they identified 3 of their weakest skills and discuss how they plan to improve them?
	Group Member 1	Group Member 2	Group Member 3	Group Member 4	Group Member 5	Group Member 6	Group Member 7	
Assess your own performance								
Cope with stress and tension								
Plan your time and energy								
Work out what you're good and not so good at								
Communicate								
Negotiate								
Settle disagreements								
Deal with people in power and authority								
Solve Problems								
Agree your responsibilities and see them through								
Make Decisions								
Search for information and get advice								

PANEL NOTES



4. PANEL DISCUSSION

Without the young people present, discuss with the other panel members to check you all agree that they've done enough to be awarded the funds; use the decision tree to guide you...



5. GROUP FEEDBACK

Now that the group are back in the room, share your decision! Always be encouraging even if the answer is 'Not Yet'.

If it's a 'Yes' congratulate the group on their achievement and feel free to share any advice that will help them do or evaluate their project.

If the answer is 'Not Yet', the panel need to set conditions to get them on track and request the group reports back once this has been done.

HAVE YOU SET ANY CONDITIONS?

6. FEEDBACK TO THE KEY VIA KIT

Nominate a panel member to update the KIT with your decision and submit this outcome to The Key - this should only take 5 minutes.

THANKS FOR BEING A PANEL MEMBER TODAY, YOU'LL HEAR ABOUT HOW THE GROUP GET ON ONCE THE PROJECT IS COMPLETE

Remember The Key team are on hand to help so don't hesitate to get in touch!





Inspiring belief in young people

thekeyuk.org.uk

Registered charity in England and Wales No. 1093569;
and a company limited by guarantee No. 03331920.