

The Pitch Toolkit

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



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HELLO!

The Key is a registered North East Charity committed to empowering young people across the North East, especially those growing up in poverty or navigating challenging circumstances. Our vision is for a North East where every young person can shape their own path and unlock unlimited futures for themselves. Everything we do is for the benefit of young people and from our core beliefs that young people should be:



We began life over 30 years ago when an ambitious group of young people, detached youth workers and academics collaborated to develop an evidence-based programme to engage young people and support them to develop their life skills. Ever since, we have been collaborating with a community of partners who share our desire to empower young people to realise their potential, recognise the positive impact they can make in their society and develop the skills and confidence to thrive.

Together, we provide exciting, genuinely youth-led, opportunities for young people with the KEY+ Challenge.

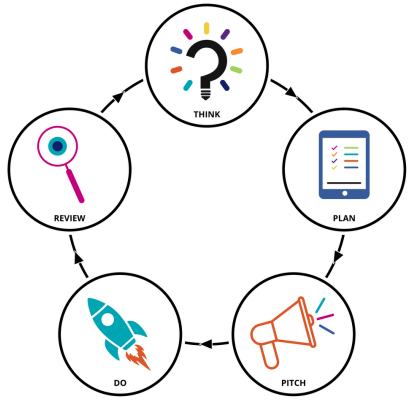


ABOUT THE KEY+ CHALLENGE

The KEY+ Challenge is a three stage programme that supports young people to gain new experiences, strengthen connections and build important skills, confidence and belief. It empowers young people to realise that they can achieve anything they put your mind towards.

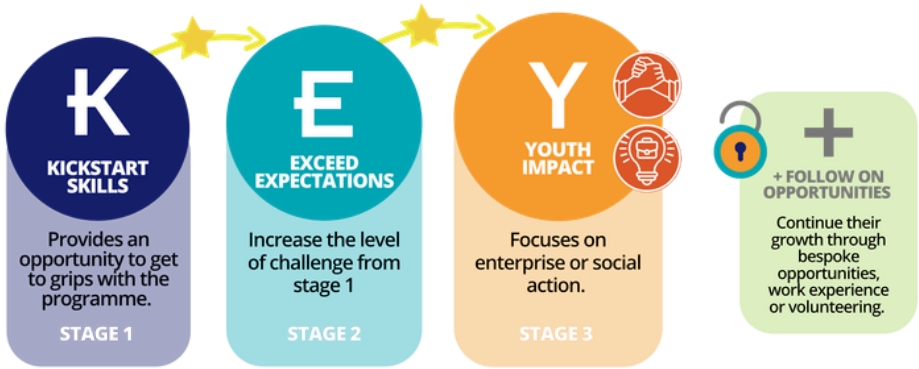
Together, in small groups, they're set the challenge to:

1. **Think** of a project or activity you want to do
2. **Plan** what is needed for your project including a budget
3. **Pitch** your project to a panel of volunteers
4. **Do** your project if given the go ahead by the panel
5. **Review** and reflect on your project, learning, and development.



Young people can complete these steps up to three times with friends, each time planning more challenging projects with a bigger budget to spend.

Completing their first KEY+ project is a great achievement, their second stretches them further and at Stage 3, they explore enterprise or social action through their project, providing a way to take action and contribute to communities.





PITCH

The ‘Pitch’ is a vital part of the KEY+ process, it’s 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.



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 at pitch, 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 panelists, this can include the following:

- Trained Young Volunteer Panel Member
- Trained Volunteer Panel Member
- Trained KEY+ Facilitator
- Trained Key Team Member

An untrained volunteer should only sit on a panel if there's 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 8 Essential 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	• Group and panel members gather in person or online. • Everyone introduces themselves and help the young people feel relaxed.
PITCH	• The group present their pitch without the Facilitator. • They can be as creative as they choose; presentation, rap or drama!
PANEL QUESTIONS	• Ask the group questions to check their understanding and get any further details (suggestions on page 9).
PANEL DISCUSSION	• 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 grant. • Use the Panel Notes document to help guide discussions and check the criteria.
DECISION TREE	• Choose one panellist to input the information on the KIT. • Go to the Decision Tree and work through the assessment.
FEEDBACK TO GROUP	• 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	• 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 skills have you developed the most? How?
- Other than the 8 Essential 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?
- 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?
- Have you discovered what you are good and not so good at?
- What project would you like to do next?

Exceed Expectations Questions:

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

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?

KICKSTART SKILLS
STAGE 1

PANEL NOTES: PITCH

Group Name: _____

Group Members: _____



TOP TIP: Follow the steps on this form to ensure a great panel experience for you and the young people pitching.

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 skills have you developed the most? How?
- Other than the 8 Essential 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?

4. 8 ESSENTIALS SKILLS

During a Kickstart Skills project, group members should use their 8 Essential Skills throughout the KEY+ Challenge. The group should identify and discuss this as they pitch but if not please ask further questions to find out.

8 ESSENTIAL SKILLS	Have the young people developed the skills?							Have they explained how they already have or how they plan to develop their skills?
	Group Member 1	Group Member 2	Group Member 3	Group Member 4	Group Member 5	Group Member 6	Group Member 7	
Retelling I pass on information accurately								
Meeting others I communicate with new people when I need to								
Finding information I find information to complete a task								
Sharing imagination I share what I imagine with someone								
Reflective learning I reflect and learn from challenges								
Thinking ahead I think about routes to achieve a goal								
Sharing reactions I explain how an idea makes me feel when appropriate								
Taking responsibility I take responsibility for completing tasks								

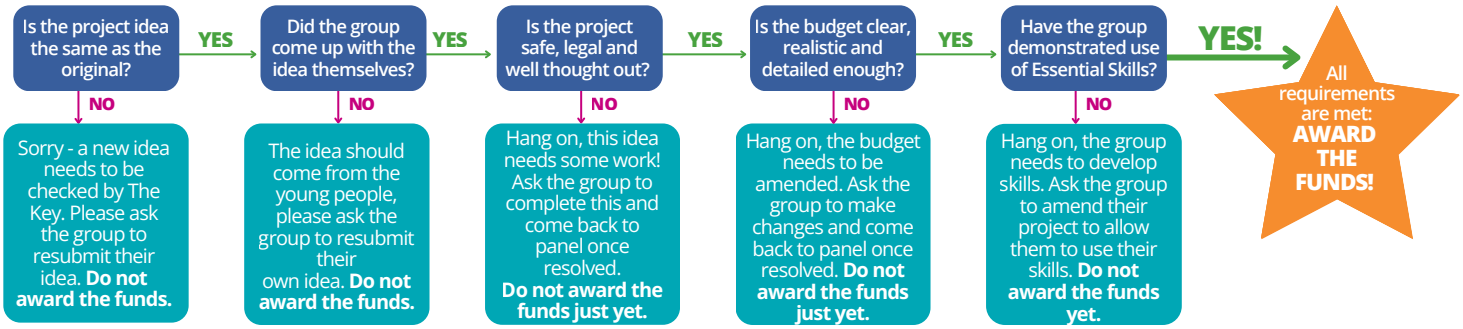
KICKSTART SKILLS
STAGE 1

PANEL NOTES: PITCH

PITCH

5. 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...



6. 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?

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7. 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!

PITCH

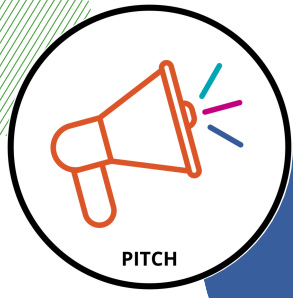
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EXCEED EXPECTATIONS
STAGE 2

PANEL NOTES: PITCH

Group Name: _____

Group Members: _____



TOP TIP: Follow the steps on this form to ensure a great panel experience for you and the young people pitching.

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 of the 8 Essential Skills have you developed?
- How have you developed your chosen skills?
- Other than the 8 Essential Skills what have you learnt?
- Was the work shared equally by the group?
- What tasks were you responsible for? 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?

4. 8 ESSENTIALS SKILLS

During an Exceed Expectations project, group members should reflect on how they have used some of the 8 Essential Skills throughout the process. The group should identify and discuss the skills as they pitch but if not please ask further questions to find out.

8 ESSENTIAL SKILLS	Have the young people developed the skills?							Notes
	Group Member 1	Group Member 2	Group Member 3	Group Member 4	Group Member 5	Group Member 6	Group Member 7	
Summarising I summarise or rephrase what I learnt								
Presenting I present to an audience when required								
Researching I use research to build my understanding								
Seeking perspectives I seek different perspectives to develop my ideas								
Improving performance I seek opportunities to grow my experience and expertise								
Involving others I engage others to achieve a goal								
Managing disagreements I support shared decision making								
Being inclusive I support others to thrive in a group								

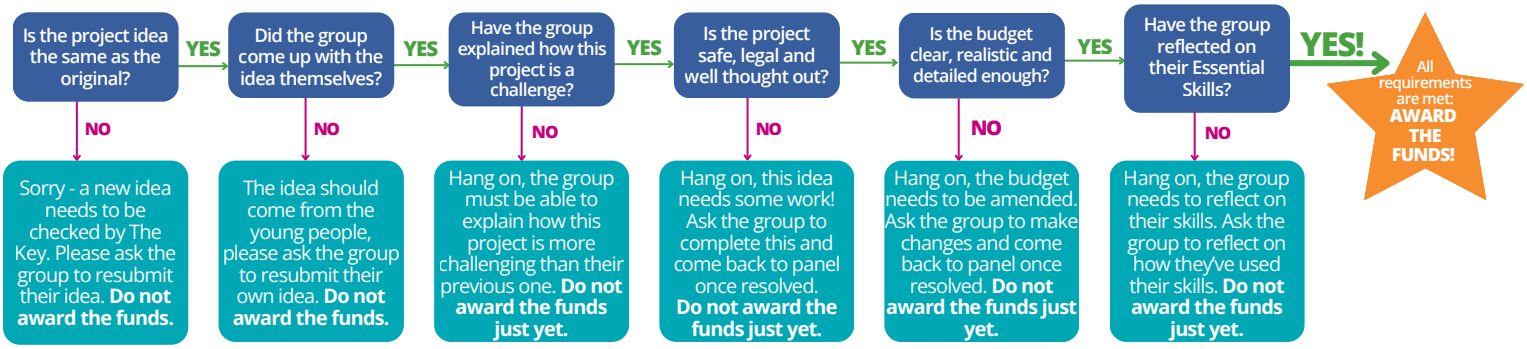
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EXCEED EXPECTATIONS
STAGE 2

PANEL NOTES: PITCH

PITCH

5. 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.



6. 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?

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7. 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

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PITCH

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YOUTH IMPACT
STAGE 3

PANEL NOTES: PITCH

Group Name: _____

Group Members: _____



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- 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:

- What impact are you hoping to have with this project?
- Other than the 8 Essential Skills what have you learnt?
- Have they identified some of their weakest skills and discussed how they plan to improve them?
- 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?

4. 8 ESSENTIAL SKILLS

During a Youth Impact project, group members should demonstrate how they have practised and developed some of the 8 Essential Skills throughout the process. The group should identify and discuss the skills as they pitch but if not please ask further questions to find out.

8 ESSENTIAL SKILLS	Have the young people developed the skills?							Notes
	Group Member 1	Group Member 2	Group Member 3	Group Member 4	Group Member 5	Group Member 6	Group Member 7	
Summarising I summarise or rephrase what I learnt								
Presenting I present to an audience when required								
Researching I use research to build my understanding								
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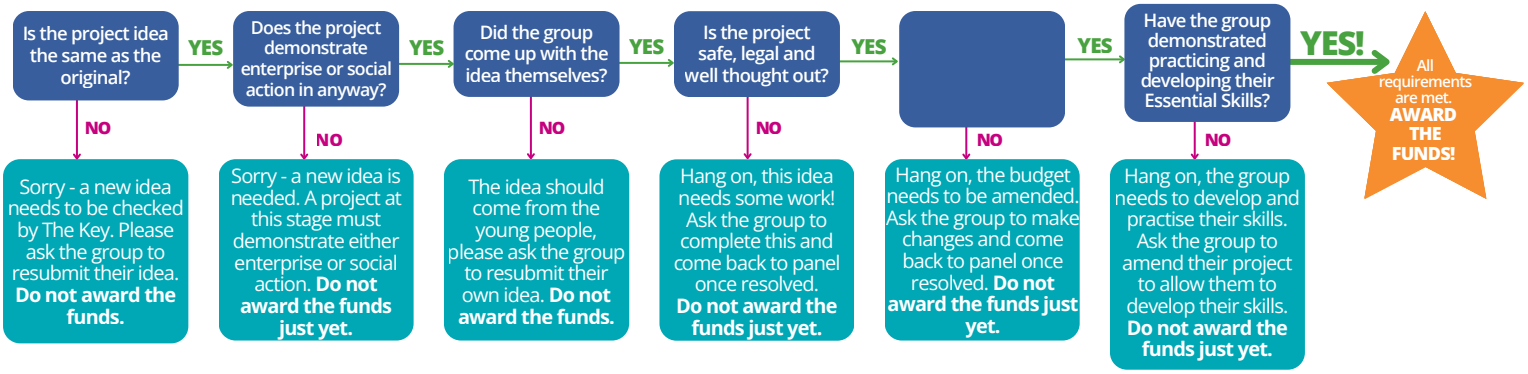
YOUTH IMPACT
STAGE 3

PANEL NOTES: PITCH

PITCH

5. 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.



6. 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?

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7. 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.

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