Pitch

the key

The Pitch Toolkit

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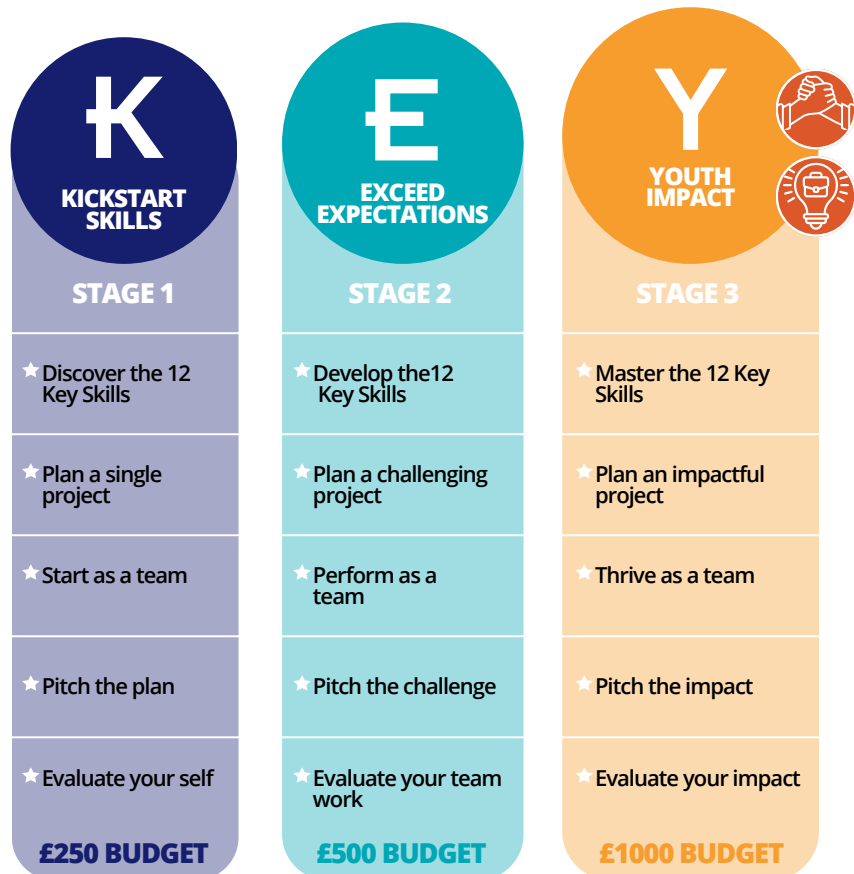
Contents

The Key

The Key is a charity committed to inspiring young people to believe in themselves, especially those facing challenging circumstances. We are based across the North East and we are build upon our core beliefs that young people should be empowered to...

- **Use their voice and be heard**
- **Lead and deliver projects meaningful to them**
- **Supported to build the skills and confidence they need to thrive**
- **Inspired to become active citizens by exploring enterprise or tackling social issues**

The KEY+ Challenge

K	**E**	**Y**
KICKSTART SKILLS	**EXCEED EXPECTATIONS**	**YOUTH IMPACT**
STAGE 1	**STAGE 2**	**STAGE 3**
★ Discover the 12 Key Skills	★ Develop the 12 Key Skills	★ Master the 12 Key Skills
★ Plan a single project	★ Plan a challenging project	★ Plan an impactful project
★ Start as a team	★ Perform as a team	★ Thrive as a team
★ Pitch the plan	★ Pitch the challenge	★ Pitch the impact
★ Evaluate your self	★ Evaluate your team work	★ Evaluate your impact
£250 BUDGET	**£500 BUDGET**	**£1000 BUDGET**

+ FOLLOW ON OPPORTUNITIES

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

The KEY+ Challenge a skills development programme. It has 3 incremental stages and provides young people with the opportunity to believe in themselves and have agency to lead their own projects.

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 become more challenging too. Young people should demonstrate how they have developed most of the 12 Key Skills within their pitch and be able to talk about the situations which helped them to develop them.

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.

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	• 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 micro 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 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?

- 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?

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?

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?