

## A Successful Pitch: An interview with Christine Margiotta.

Join Social Venture Partners Los Angeles (SVPLA) for their Social Impact Fast Pitch!

Fast Pitch will be held on March 21, 2019, at the Wilshire Ebell Theater. To be a part of this exciting event, click [here](#) for tickets!

On March 21, 2019, Social Venture Partners Los Angeles (SVPLA) will host its 11<sup>th</sup> annual Social Impact Fast Pitch event. It's the culmination of an innovative training program that helps nonprofit leaders communicate powerfully about their organizations' transformational work in Greater Los Angeles.

At the showcase event, 11 nonprofit leaders will each make their compelling pitch before an expert panel of judges — and an audience of nearly 700. Funding totaling \$100,000 will be awarded to winners in various categories.

Thurlow/Associates is a proud supporter of the Fast Pitch program. We recently talked with Christine Margiotta, executive director at SVPLA, to discuss the upcoming Fast Pitch event.

*Who should attend the Social Impact Fast Pitch showcase?*

Fast Pitch is such an inspiring evening! We have found that anyone who cares about creating a better Los Angeles has a great experience at the event. Our attendees include nonprofit team members, foundation leaders, individual philanthropists, and a wide variety of other community members who care about social change.

*What does Fast Pitch do for new nonprofits and initiatives?*


Fast Pitch is a great opportunity for emerging nonprofits and initiatives to hone their messaging and grow their reach. Fast Pitch gives them the opportunity to craft a three-minute pitch that resonates with a wide variety of audiences, and to shine a spotlight on the important work they do.

*Tell me about the program leading up to the event.*

Nonprofit leaders apply to participate. Each leader who's selected to participate works with two coaches over 10 weeks — and their coaches help them hone their three-minute pitch. Everyone involved also has the opportunity to work together as a group, so participants get really broad support in crafting the strongest pitch possible. One of the things we also love is that participants learn a lot from each other and, by the end of the program, they're rooting for each other's success.

*How is this year's Fast Pitch different?*

Fast Pitch has been a key part of SVPLA's work over the last 11 years and, over time, we've continued to strengthen the program based on our experience. Based on feedback from our nonprofit partners, for example, the program has evolved from its earlier competitive format. We want to foster an environment of collaboration rather than of competition. This year, for example, rather than having only "finalist" nonprofits presenting during the showcase, *all* of the participating nonprofit leaders will have the



opportunity to present on stage. This approach definitely seems to have created greater connection and camaraderie among participants.

*What would you like attendees to know?*

Fast Pitch is one of those unique events that's so much easier to experience than describe. Come out and see it in person on March 21<sup>st</sup>. You won't regret spending the evening with the visionary leaders in our Fast Pitch class of 2019.

*Does your organization need help communicating its story in a powerful way?  
Contact us for a no-cost consultation. You can reach us at (310) 675-6497 or at  
[hello@thurlowassociates.com](mailto:hello@thurlowassociates.com)*