



## Virtual Advocate's Guide

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An Advocate is an independent supporter of the NFP organisation or program applying to present at an event. It is someone who is neither a paid staff member, nor a family member of that organisation, but someone who has first-hand knowledge of the organisation's work. An Advocate might be a voluntary board member, a previous funder, or even a beneficiary.

There will be 3 Advocates for an event, each one representing a pitching organisation/program. The presenters will pitch in turn, and then the Advocates will speak in the same order as their presenter followed by a round of pledging. The Advocate is only required to speak once during the event, but is welcome to engage in the chat feature at any point.

### What to speak about as an Advocate:

**Advocates only have one-minute maximum to speak.** This brevity is essential to maintain the momentum of the event following the pitches. You can really only make a single statement in that time and we encourage you not to cover any more. In our experience, focusing on one of the following is the best way to achieve maximum impact:

- Why you became involved in the organisation.
- Any personal reasons you have for supporting this work.
- What evidence you have that the organisation will deliver the work they have outlined.

Key to the advocate statement is to end your speech with a pledge of \$300 or more to the organisation. This will kick-start the pledging for other guests.

### How an Advocate can prepare for the event:

1. The Advocate should communicate with the presenter of the program they are supporting. This is to ensure there is no duplicated information, and the Advocate statement supports the pitching organisations' speech
2. In advance of the event, we require the Advocate records their speech and sends it to TFN, in the event that the Advocate is unable to speak live (due to connection issues, scheduling conflict etc.). Please make sure this recording is sent to TFN no later than 1 week prior to the event.