



## **2025 FAST PITCH APPLICATION GUIDE**

### **Our 10<sup>th</sup> Anniversary Celebration ~ A Decade of Impact!**

**\*SVP is seeking EIGHT nonprofit organizations for our Fast Pitch Class of 2025\***

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**FAST PITCH** is a free communication skills and fundraising education program for organizations that are creating lasting social change in Southern Arizona. Our program trains nonprofit professionals to powerfully communicate their story, build deep relationships with donors, and strategically market their mission and impact. Professionals from EIGHT organizations will be accepted into our Fast Pitch Class of 2025. All participants will have the opportunity to deliver their own, unique “fast pitch” and connect with leaders in the business, philanthropic, and nonprofit communities. Fast Pitch is an incredible opportunity for nonprofit organizations to build lasting **relationships**, gain new **resources**, and become more **resilient**.

SVP Tucson is committed to the [2Gen \(Two Generation\) Approach](#) and is deeply engaged in building awareness, understanding and implementation of 2Gen strategies in the nonprofit sector and broader community. 2Gen approaches center whole families to create a legacy of educational success and economic prosperity that passes from one generation to the next. **Nonprofit organizations applying for Fast Pitch will be required to articulate their alignment with ONE or more of the 2Gen Key Components outlined on pages 4-5.**

#### **WE SUPPORT NONPROFITS AND CATALYZE COMMUNITY CHANGE! FAST PITCH OFFERS:**

- ✓ Free Communication and “pitch” Training
- ✓ Free Donor Connection and Fundraising Training
- ✓ Free Marketing Strategy Training
- ✓ Two dedicated and trained Mentors to assist you with crafting and honing your “fast pitch”
- ✓ The opportunity to deliver YOUR message, need, and impact to a global audience
- ✓ Thousands of dollars in non-restricted grants
- ✓ Connections to donors, including representatives from major foundations, corporations, private donors, and more!
- ✓ Capacity building support opportunities beyond the program from SVP Tucson
- ✓ Visibility in our community, with multiple platforms to tell your story

#### **DO YOU CONSIDER YOURSELF AND YOUR NONPROFIT TO BE...?**

- **Focused** on long-term outcomes
- **Creative** and able to problem solve to tackle complex social issues in our community
- **Committed** to growth and capacity building with a willingness to receive feedback
- **Interested** in learning how to improve your organization’s fundraising and messaging strategy
- **Dedicated** to generating greater social return and making a difference in Tucson
- **Collaborative** and willing to work with other nonprofits to serve individuals and/or families

## HOW FAST PITCH WORKS:

- Applications will be accepted during our open application period from **Monday, August 19<sup>th</sup> to Friday, September 27<sup>th</sup>, 2024 at 5pm.**
- Our Selection Committee, comprised of a diverse group of community members, will review all submissions, and select EIGHT nonprofit organizations to join our Fast Pitch Class of 2025.
- Each Class of 2025 Participant will be paired with two dedicated Mentors who will support them throughout the Pitch Development Training in Phase 1.
- Fast Pitch Class of 2025 Participants and Mentors will attend a Meet & Greet event on Wednesday, December 11<sup>th</sup>, 2024 from 2pm-4pm. In addition, Participants and Mentors will attend an orientation together on Wednesday, January 15<sup>th</sup>, 2024 from 9am-11am to learn more about our training program. We call this the “first day of school!”
- The training program will begin in January and end in May 2025. Our centerpiece Main Event will be held on Thursday, April 3<sup>rd</sup> at 7pm at the Fox Theatre. **Program dates are listed on page 6.**

## APPLICATION PERIOD:

- Applications will be accepted starting **Monday, August 19<sup>th</sup> until Friday, September 27<sup>th</sup>, 2024 at 5pm**
- Applications must be submitted during the open application period **via email to:**  
**[Fastpitch@svptucson.org](mailto:Fastpitch@svptucson.org)**
- We will send you a submission confirmation via email within 2-3 business days.

## HOW TO APPLY:

- **Learn** about Fast Pitch: check out our [website](#), thoroughly review this application guide, review the application questions, and take time to talk to your team about how Fast Pitch can support your organization. Our program is designed to strengthen your nonprofit, so it is important to gather support from your team!
- **Select** one professional from your organization who will represent your nonprofit throughout our entire program. We encourage you to select someone who will embrace this opportunity, such as an up-and-coming leader or someone from your team who has lived experience with the issues your organization tackles.
- **Submit** your application! We can't wait to learn more about your organization and the work you are doing. We will welcome all eligible applications until **Friday, September 27<sup>th</sup>, 2024 @ 5pm!**
- **Relax**, we will notify you by email that we have received your application within 2-3 business days. We will notify all applicants of their status by **Wednesday, November 20<sup>th</sup>, 2024 at 5pm.**
- **Prepare:** If you are accepted into the program, you may be required to submit proof of tax-exempt status or fiscal sponsorship no later than Friday, December 13<sup>th</sup>, 2024.

## PROGRAM PARTICIPATION REQUIREMENTS:

- We are looking for participants who are committed to the Fast Pitch process during the training program timeline. Therefore, **presenters must attend all the dates listed on page 6.**
- **If you have a known date conflict, please contact SVP to discuss prior to applying to the program.**
- Participants should plan to spend a minimum of two hours a week working on their pitch outside of the Workshops during Phase 1 of the training program from January—April 2025. Many past participants reported spending significantly more time on “homework.” This is an intense process that will provide tools for both the presenter individually and the organization as a whole. Choosing someone who is ready to embrace the challenging and transformative process is critical. Many past participants shared, “you get out of Fast Pitch what you put in.”

## ELIGIBILITY INFORMATION:

- **Nonprofit organization** – Applicants must provide their 501c3 Employer Identification Number (EIN). Both multi and single-program organizations are encouraged to apply.
  - If you are applying from an organization with many programs, you will be asked to identify which program you plan to focus on and direct SVP resources. A separate application will be made available to you to help us better understand your specific program. Please select the correct version of the application. Answer both questions about your organization AND the specific program you plan to focus on.
- **\*NEW for 2025\* Alumni Organizations** – We are NOT accepting applications from organizations who have been in the Fast Pitch program previously. If your organization participated in Fast Pitch from 2015-2024, your organization is NOT eligible in 2025. This is just for the 2025 season. Stay tuned for ways we want to include Alumni organizations in our Main Event Show on Thursday, April 3<sup>rd</sup>, 2025.
- **Service Area** – Your organization may be based outside of Tucson but must have significant operations and impact in Pima County.
- **Size** – There are no restrictions based on organizational size, budget, or age of your organization or program.
- **Presenter** – The individual presenting on behalf of your organization must be a paid employee of the organization. If your organization has no paid staff, the presenter may be a volunteer or board member with at least six months tenure.
- **Cost** – There is no fee to participate in our Fast Pitch program. All SVP Tucson programming is provided at no cost to the nonprofits we serve.
- **Funding Restrictions** – SVP will not consider requests from individuals, schools without 501c3 status, sports teams, or organizations that discriminate based on religion, race, sexual orientation, gender, age, marital status, national origin, physical ability, or programs that promote specific religious activities or beliefs.
- **\*NEW for 2025\* Selection Criteria: Programmatic 2Gen Focus** – Please review pages 4-5 to see if your organization is eligible to apply in 2025.

## QUESTIONS?

We encourage you to contact us if you have questions about eligibility, program participation requirements, the application, or have other questions: Brittany Battle, Fast Pitch Director | [Brittany@svptucson.org](mailto:Brittany@svptucson.org)

## WHICH OF THE SIX KEY COMPONENTS OF THE 2GEN APPROACH DOES YOUR ORGANIZATION ADDRESS?

**Six Key Components of 2Gen:** Well-being is a multifaceted process and lifelong pursuit. SVP Tucson embraces a 2Gen approach because it's an evidence-based approach proven to end generational cycles of poverty. Breaking this cycle of an individual's or family's well-being isn't a solo endeavor. Financial, social, mental, and spiritual health depends on a person and family's context, the resources and opportunities available to them, and the support of others. 2Gen approaches have a robust vision to improve conditions for families by coordinating equitable access to the systems and structures that are necessary to thrive economically and socially. Ultimately, 2Gen approaches recognize six key components to improve families' financial stability, social capital, health care, and quality education.

Fast Pitch 2025 applicants need to articulate alignment with ONE or more of the 2Gen Key Components.



### **Note to Applicant:**

In your written application, you will have the opportunity to explain how your organization serves ONE or more of the 2Gen Components listed on page 5. Many nonprofits often already fit into at least one of these components, (even if you've never heard of 2Gen). We provide examples on page 5, but please know that your organization may offer a service/program that is not mentioned in the list below. We look forward to learning more about your organization and how your mission supports our 2Gen focus at SVP Tucson!

**Questions?** [Brittany@svptucson.org](mailto:Brittany@svptucson.org)

## **2025 SELECTION CRITERIA → THE SIX COMPONENTS OF 2GEN:**

Applicants need to articulate alignment with ONE or more of the 2Gen Key Components.

1. **Early Childhood Education:** Program focus on child development (educational, mental, emotional, physical) for children ages 0-8. Examples may include: Head Start, Early Head Start, childcare partnerships, PreK, home visiting, family, friend, social groups or emotional skills programming, programs where kids learn skills through activities (sports, arts, child development), mommy and me groups, and Neighbor Care (FFN).
2. **K-12 Support:** Schools serve as community anchors and provide strong platforms for both children (and adults in their lives) to thrive. Program focus on enhancing K-12 wholistic wellness, including but not limited to traditional education resources. Examples may include: Before or after-school programs, kindergarten-ready, 3rd-grade reading skills, parent engagement, tutoring and other educational supplemental resources, graduation and postsecondary prep, community schools, STEAM programs, and general social programs that promote scholastic success, including trauma reduction or coping programs.
3. **Postsecondary & Employment Pathways:** Program focus on higher education, including colleges and universities, as well as workforce development programs. Examples may include: Community college, training and credentials, workforce partnerships or employer partnerships, literacy or ASL programs, GED preparation, certificate and vocational training, scholarships, single parent programs, work-study, job placement and prep.
4. **Social Capital:** Programs that include networking experiences that build on the strength and resilience of families by providing opportunities for peer or inter-family relationships. Social capital is the difference between having someone to rely on in an emergency and not having a community of friends/neighbors to call for aid. Examples may include: Support groups, social-emotional learning space (such as youth groups), peer/family/cultural networks, coaching, mentoring, cohort program strategies, and grief/trauma recovery groups.
5. **Health, Including Mental and Physical Health:** Program focus on mental, physical, or emotional health of children and parents (including grandparents if they are primary caregivers) to address the cognitive effects of poverty, trauma, and chronic stress which may include peer support groups, coaching, skills development, counseling, or therapy. Examples may include Mental/physical/behavioral health, coverage and access to care, adverse childhood experiences and toxic stress, reduced-cost healthcare clinics, gender-affirming care, and reproductive health.
6. **Economic Assets:** Program focus on economic supports and asset building that provide a scaffold for families as they work to develop skills that lead to better jobs and long-term financial stability. Examples may include: Asset building, housing and public supports, financial capacity increase or emergency financial support, transportation, financial education, temporary housing, micro-loans or no interest loans.



**PHASE 1: PITCH DEVELOPMENT & MAIN EVENT:** All dates below are mandatory for presenters.

**Pitch Development**

- **Meet and Greet:** Wednesday, December 11<sup>th</sup> from 2pm-4pm
- **Orientation:** Wednesday, January 15<sup>th</sup> from 9am-12pm
- **Sizzle Video Film Shoot:** Week of January 20<sup>th</sup>
- **Workshop #1:** Tuesday, January 28<sup>th</sup> from 9am-12pm
- **Workshop #2:** Wednesday, January 29<sup>th</sup> from 9am-12pm
- **Practice Session #1:** Tuesday, February 11<sup>th</sup> from 9am-11am
- **Office Hours with Pitch Trainer (virtual):** Week of February 17<sup>th</sup>
  - Participants will be scheduled for a 1-hour session with the Pitch Trainer this week
- **Practice Session #2:** Tuesday, February 25<sup>th</sup> from 9am-11am
- **(Optional) Open Office Hours with Pitch Trainer (Virtual):** Thursday, March 27<sup>th</sup> from 2pm-5pm
- **Practice Session #3:** Tuesday, March 11<sup>th</sup> from 9am-12pm
  - **Practice Session #3:** 9am-11am and **Class of 2025 Lunch:** 11am-12pm

**Main Event**

- **Dress Rehearsal:** Monday, March 24<sup>th</sup> from 9am-1pm
- **Fast Pitch Showcase – “Main Event”:** Thursday, April 3<sup>rd</sup>
  - 5:00pm: Pre-Party
  - 7pm: Event Begins
  - 9pm: Afterparty
- **Post Main Event Debrief Workshop:** Tuesday, April 8<sup>th</sup> from 9am-11am

**PHASE 2: DONOR CONNECTIONS & MARKETING STRATEGY**

**Donor Connections**

- **Workshop 1:** Tuesday, April 22<sup>nd</sup> from 9am-12pm
- **Workshop 2:** Thursday, April 24<sup>th</sup> from 9am-12pm
- **Office Hours with Donor Connections Trainer (virtual):** Week of April 28<sup>th</sup>
  - Participants will be scheduled for a 1-hour session with the Donor Connections Trainer this week
- **Donor Connection Event:** Thursday, May 1<sup>st</sup> from 3pm-5pm

**Marketing Strategy**

- **Workshop 1:** Tuesday, May 13<sup>th</sup> from 9am-12pm
- **Workshop 2:** Thursday, May 15<sup>th</sup> from 9am-12pm
- **Office Hours with Marketing Strategy Trainer (virtual):** Week of May 19<sup>th</sup>
  - Participants will be scheduled for a 1-hour session with the Marketing Strategy Trainer this week

**Graduation**

- **Celebration Event:** Wednesday, May 21<sup>st</sup> from 2pm-4pm



### **WE CARE ABOUT YOUR EXPERIENCE:**

The work you do matters, and your time is valuable. We are here to support YOU! Below is a checklist to help you prepare for submitting your application. We encourage you to find a process that works best for your organization and provide the following checklist to help get you started. We believe in providing inclusive and accessible options for nonprofit organizations to submit their applications.

If you need assistance with your application or have questions, please reach out to Fast Pitch Director, Brittany Battle via email at: [Brittany@svptucson.org](mailto:Brittany@svptucson.org)

### **APPLICATION CHECKLIST:**

- Talk to your support team about this opportunity**
- Visit our [website](#) to view our 2025 Information Session Recording or learn more about our Application Writing Workshop.** Check out the [“Apply to Fast Pitch”](#) tab.
- Identify a presenter who will represent your organization as a Class of 2025 Participant**
- Mark your calendars and verify presenter availability for all dates listed on page 6**
- Write the application!**
- Review your application – verify that 30 questions have been filled out**
  - If possible, talk to your support team again and invite a team member to be part of your review process
- Submit your application!**
  - Deadline to apply is Friday, September 27<sup>th</sup> @ 5pm
  - Submit application via email to: [Fastpitch@svptucson.org](mailto:Fastpitch@svptucson.org)
- Lookout for an email confirmation within 2-3 business days**
- Follow SVP Tucson on your favorite social media channels and tell your friends to apply 😊**
- Save the date for the Fast Pitch Main Event on Thursday, April 3<sup>rd</sup>, 2025 at 7pm at Fox Theatre**
- Celebrate your hard work!**