

# THE PITCH

There is a lot that goes into launching a Swipes Chapter. However, the most important piece is your university's **dining services**. We call your first meeting with dining **The Pitch**.

Below, you'll find a winning formula for your pitch.

**1. Make sure you've done your research**

- Know how long and in what capacities the administrator you're meeting with has been working on campus
  - Go ahead and look them up on LinkedIn
- See who else has been cc'ed on your email thread

**2. Introduce yourself**

- State who you are and why you're creating a Swipes chapter
- Ask if they've heard about the program

**3. Explain what Swipes is and how the program works**

- Keep this about Swipes in general
- Explain that this is a national program that started at UCLA and has been recognized by the White House + President as a Champion of Change

**4. What would Swipes be like at your university?**

- *Propose* which days and where your Swipes drives (when students donate) will be held
- Explain which meal plans would be eligible to donate
- Explain how it is on other schools (case studies)
- Highlight how its in line with campus culture

**5. WHY? (The need in the community)**

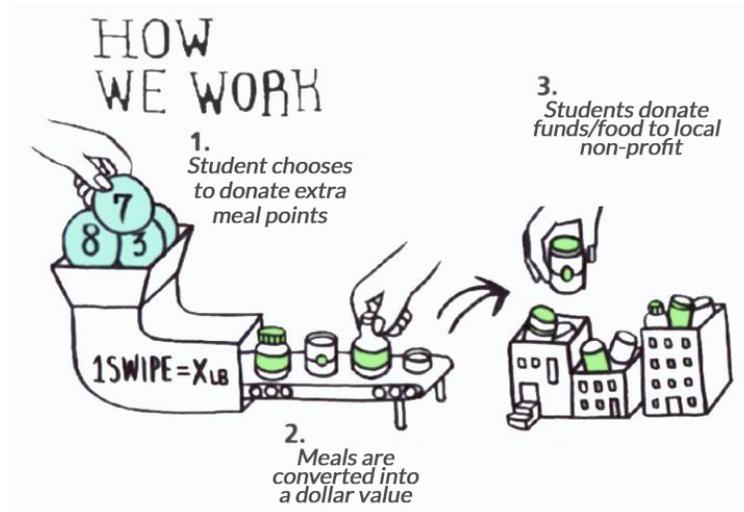
- Share 1-2 statistics about hunger and the non-profits you'd like to work with

**6. Acknowledge you're asking for a lot from them**

- Mention other hunger campaigns they have and how Swipes is different (refer to Incentives document)

**7. Make the Ask-Hand them the proposal document**

- "How can we partner with one another to engage students at (your university) in ending hunger?"
- They will express a financial or logistical challenge they'll face
  - Make sure you've reviewed the other documents in the Start-Up Kit that will prepare you to respond



### Work these into your Pitch:

- You have gained support from particular student groups, from the student body or from a particular administrator.
- Phone a friend: Mention that Swipes' HQ has worked with over 100 schools and has an expertise addressing challenges that may be faced. When there is an opposition, say you'll collaborate with us and come back to them with a solution.
- Reaffirm Swipes' Legitimacy: Aside from the White House award, the University of California school system recently commissioned Swipes to launch on all 9 of its undergraduate campuses.

### Do Not Leave the Meeting Before

- Establishing the next time you will communicate- in order to give an update.
- If they push back on the program, a clear understanding of the point of challenge. What specific policy, cost or otherwise is preventing us from moving forward? Having clarity on this will help you understand your next step.
- Thanking them for their time!

