

The 1% Pitch

errr... etc?



Kennan McClung

Key takeaways

1. We can do it
2. We should do it
3. We just have to ask

Who the hell am I?

1. 2017-2019: OFTW Columbia

2. 2019-2023: OFTW staff (3rd hire)

3. Now: CEA

I the Groups team :)



Jan 2019 CLM at Wharton :)

Your Personalized Impact Report

See what your donations have accomplished!

59 people protected from malaria

76 children given Vitamin A supplementation

\$130 transferred directly

61 people receiving healthcare goods and services

Hi Kennan,

Thank you for your support of One for the World's highly effective charities. We are delighted to bring you your own **impact report**, where you can see exactly what your donations have achieved. Since joining on September 20, 2017, you have donated \$841 to our charities, and we are deeply grateful for your generosity. By supporting the world's most effective organizations as a One for the World member, you have:

Built some cool stuff at OFTW

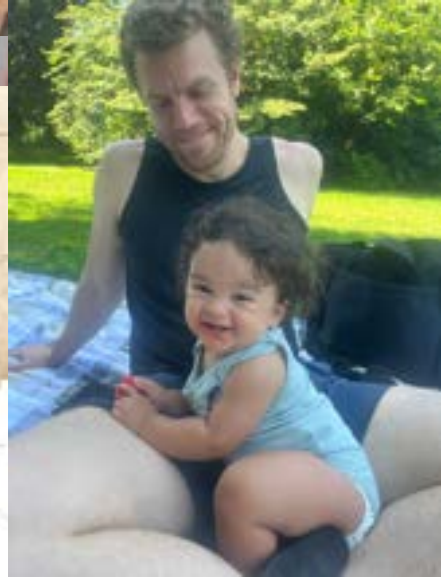
Why am I here?

1. I've asked a lot of people to take the pledge
2. I've supported a ton of OFTW chapters
3. Being a CL was a life-changing experience
 - a. Highly leveraged impact opportunity
 - b. Leadership development

*also cuz Frank asked lul

that's my guy

No but really – why am I here?



The problem(s)

The world is f*cked and I want to do something...

But I want to live a meaningful life...

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Maybe these aren't in tension

Maybe this is the solution right here

The problem

The world is f*cked...

I want to live a meaningful life...

And so I choose to find purpose...

By embracing my opportunity...

And trying really hard to make the world better.

The problem cont'd

1. The world feels f*cked
2. I want to do something – so badly!
3. I don't really know what to do. How can I possibly have an actual impact?

The solution: OFTW

Offer people the opportunity
to donate to the most effective charities
supporting the poorest people in the world
and have an outsized impact.

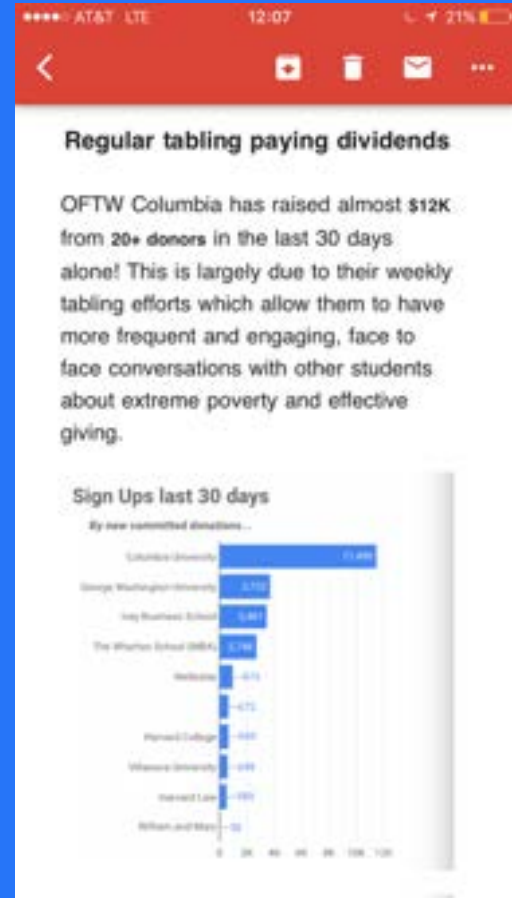
How could I say no?

Key takeaways

1. We can do it
2. We should do it
3. We just have to ask

Movement building is so high leverage.

We



Just



Have



\$128,780.00 Money Moved
for AY19 - Columbia
University Chapter

To



Ask :)



Okay but – how?

- Movement building = opening doors
- What's the goal? More effective donors → more lives saved
 - Increasing surface area
- What's our main mechanism? Opening doors → make the ask!
 - You
 - Your group
 - Funnel of engagement
- Triage: run pitch training for your group
- Core question: Is your group activity leading to more asks?

This sh*t works! Your group is what you make it :)

2018-2019:

School	Penn Law
End Date	4/17/19
Start Date	8/1/18
\$ Raised	101,642
Donors Pledged	70
Avg. Donation	1,452.03

2018-2019:

School	Columbia University
End Date	4/17/19
Start Date	8/1/18
\$ Raised	104,891
Donors Pledged	193
Avg. Donation	543.48

2018-2019:

School	The Wharton School (MBA)
End Date	4/17/19
Start Date	8/1/18
\$ Raised	118,799
Donors Pledged	100
Avg. Donation	1,187.99



Napkin math

or, Kennan please shut up for a min or two damn

1. What's the LTV of an MBA pledge?
2. How many pledges do you think you'll get this year?
3. What's the cost to save a life via GiveWell charities?
4. Let's do the math: how many lives can you save with your work this year?

Impact

1. OFTW Columbia: ~250 pledges in 2018-2019
2. ~\$128K donated total
3. ~25 lives saved in expectation :)

So then: how to make the ask?

1. It can feel daunting!
2. No is hard
3. Open doors
4. Learn by doing → pitch practice + tabling
 - a. Build your confidence
 - b. Develop your story
 - c. Don't get caught flat-footed at the table heh
5. You can do it :)

A framework

1. Hook: The problem – personally resonant

a. Scope of extreme poverty

b. What's your why?

2. Case: The solution – clearly explained + impact case

a. Incredible opportunity for impact

3. Call: The ask – be brave :)

a. Relative value

b. Have them take the pledge!

Best practices

1. It's a conversation!
2. Make it personal
3. Be friendly
4. Understand your user
5. Engage the listener
6. "We," not "you"
7. Invite pushback, and counter
8. If they say no, ask why
9. Walk them through taking the pledge
10. When in doubt: why did you pledge?

Demo + common objections

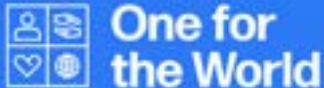
1. I care about other [local] causes
2. Why now? I have no money

Wow, that was a lot... recap!

1. We just have to ask!
2. Prepare your group to make the ask
3. Give people multiple touchpoints
4. This sh*t works – your group is what you make it

Practice

Worksheet + Role Play



Recap

How did that feel? A little weird, right?

Did you hear anything you liked?

What were our key takeaways?

We can

A better world is possible.

We should

Let's reclaim our agency and live lives full of purpose.

We just have to ask

Open the doors.

Let's stay in touch :)

1. Ask me about EA
2. Ask me about EAG
3. Ask me about how to make your chapter amazing –
book a 1:1 tomorrow! :)
4. Ask me about collabing with my EA groups

So:

I found OFTW by chance.

I'm so glad I did.

Let's give others that opportunity.

Donor Impact Report: Kennan McClung

See what your donations have achieved:

- 447 people protected against malaria
- 1,580 children dewormed
- 1,548 dollars transferred directly
- 516 children given a year's Vitamin A supplementation
- 208 children given anti-malarial treatments
- 65 people given healthcare goods and services
- 270 people provided with a year's micronutrients



Whither, then?

I dream of a world where everyone gets to ask themselves:
what do I want to do? Who do I want to be?

On a quiet day, when I close my eyes, I can see it.

I want it so, so badly.

We can do it. You can do it :)

So, then: let's do it together.