

IMPACT PITCH CHECKLIST

Develop your impact pitch for your documentary

WHAT TO INCLUDE IN YOUR PITCH

Below are some things to include in your pitch. This isn't necessarily in an order that you should follow – choose the sequence that makes sense for you and your project.

- ☐ An opening hook
- ☐ Introduce yourself and your key collaborators
- ☐ Show your teaser
- ☐ The story and themes
- ☐ The 3 Whys: *Why you? Why this project? Why now?*
- ☐ Your impact vision, or what you are trying to achieve
- ☐ Your plans, or how you will achieve your vision
- ☐ Success, supporters or wins to date
- ☐ What's next
- ☐ Your ask: what you need to achieve this
- ☐ Inspiring conclusion