

# READY

LOCAL GOVERNMENTS



Appalachian  
Regional  
Commission

## THE APPALACHIAN REGIONAL COMMISSION

(ARC) is an economic development partnership entity of the federal government and 13 state governments focusing on 423 counties across the Appalachian Region. ARC's mission is to innovate, partner, and invest to build community capacity and strengthen economic growth in Appalachia to help the Region achieve socioeconomic parity with the nation.

ARC's "READY Appalachia: A Community Capacity-Building Initiative" provides direct technical assistance and funding to support four key pillars of economic development in the Region: Appalachian local governments, local development districts (LDDs), nonprofit organizations, and community foundations. The READY Local Governments training program is designed to help local governments in the Appalachian Region better apply for, manage, leverage, and implement federally funded projects to invest in infrastructure, business and workforce development, and other long-term solutions to improve the lives of residents.

The curriculum was created in partnership with GrantWorks and CO.STARTERS to provide a nine week virtual cohort-based training at no-cost to participants. While the content has been developed with local governments in mind, it is relevant to many types of organizations doing important economic development work in grant application development.



*COURSE 9*

# **PITCH PRACTICE + WORKING SESSION**



## **AS YOU ARRIVE...**

*(10 minutes)*

*Building on your course and fieldwork from last week, please make note of the following so you are fully prepared for today's session.*

1. Review your 30/60/90 Roadmap and be prepared to share your 90-day plan with your cohort.
2. Make sure you're ready to pitch! Remember, you'll have 5 minutes per organization.
3. As the training comes to a close, look back through all you've learned. What questions do you still have? What help do you need to successfully move forward with federal grants? Take notes in the space below.

## CLOSING REMARKS

(20 minutes)

We are so glad you've been able to participate in this very special training. Our goal was to help you better identify, secure, manage, and implement federally funded projects. Hopefully we've done just this!

As you leave our weekly meetings and move into the next phase, it's time to start really applying all you've learned in order to secure federal grants to meet local needs.

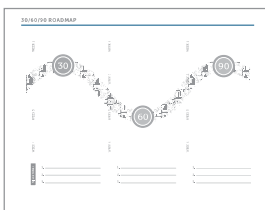
Our time today will focus on wrapping up loose ends and making sure you have all you need to keep building momentum.

## REVIEW THE 90-DAY PLANS

(45 minutes)

Last session we focused our time on identifying milestones and tasks for the next 90 days. Having a 90-day plan is crucial as we move into the next phase of this training. A plan will keep things organized, as well as help you prioritize tasks and manage time efficiently. Moreover, it will provide accountability and basically ensures that everyone knows what needs to be done, when it needs to be done, and who is responsible for doing it. This makes work more manageable, less stressful, and ultimately more successful.

30/60/90 Roadmap



### ACTIVITY: Review the 30/60/90 Roadmap Plans

Have each organization share their *30/60/90 Roadmap* with the group.

What are the major milestones and supporting tasks you're committing to doing? What systems will keep you accountable and on track?



## PRACTICE YOUR “PITCH”

(60 minutes)

As we already discussed, having your federal grant “pitch” down is crucial for successful funding of your grant application.

A well-prepared “pitch” ensures clarity and conciseness, enabling you to communicate your project’s significance in limited time—whether you’re sharing it during the interview process directly with the federal agency, with teammates, or with local stakeholders.

### ACTIVITY: Practice your “Pitch”

Each organization will have 5 minutes to pitch their project. Use a timer to stay on track.

As you listen to each pitch, take notes and be ready to give feedback. What did they do well? What suggestions do you have for improvement?

After each “pitch,” 5 minutes will be given for feedback and questions.

## FINAL QUESTIONS ANSWERED

(45 minutes)

To conclude our time together, we’ll get your final questions answered.

### ACTIVITY: Q&A

*In your cohorts, discuss:*

As you leave the training, what topics are you still not clear on? What are you most nervous about doing on your own? What remaining questions do you have that the group can help answer?







