



## THE FUNDING NETWORK AUSTRALIA

### In Person Advocate's Guide

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An advocate is an independent supporter of the organisation or program applying to present at an event. This person is typically either a corporate supporter or a beneficiary but can also be a board member or staff member.

There will be 3 advocates per event, each one representing a pitching organisation/program. The presenters will pitch in turn, and then the advocates will speak in the same order as their presenter followed by a round of pledging.

#### What to speak about as an advocate:

**Advocates only have one-minute maximum to speak.** This is essential to maintain the momentum of the event following the pitches. In our experience, focusing on one of the following is the best way to achieve maximum impact:

- Why you became involved in the organisation.
- Any personal reasons you have for supporting this work.
- What evidence you have that the organisation will deliver the work they have outlined.

Key to the advocate statement is to end the speech with a pledge of \$300-500. This will kick-start the pledging for other guests. [Here](#) is a link to previous in-person advocate speech.

#### How an Advocate can prepare for the event:

1. The advocate should communicate with the presenter they are supporting. This is to ensure there is no duplicated information, and the advocate statement supports the presenter's speech.
2. Arrive at the event early enough to network with other guests and provide support to the presenter. Make sure you sit somewhere in the audience where you have access to a handheld microphone or the stage (depending on event).