



THE FUNDING NETWORK AUSTRALIA

VIRTUAL ADVOCATE'S GUIDE

The Advocate is a supporter of the organisation and/or the program being pitched. It is typically someone who has firsthand knowledge of the organisation's work. The Advocate might be an existing funder, a corporate supporter, a volunteer or even a beneficiary. An advocate shares why they support the program and provides independent advocacy and credibility to the audience.

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 event where you can see three advocates speak:

42:40 Advocate 1

53:40 Advocate 2

1:05:15 Advocate 3

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. We request that all advocates partake in a tech test in the week leading up to the event, so that we can overcome as many tech hurdles as possible. This test will need to be completed using the same device on the same network as the advocate plans to use for the event. We also require the advocate to send a written copy of their statement, for the MC to read on behalf of the advocate if there are issues.