



# Fundraising Pitch

information and instructions





# What is it?

- 💧 The purpose of your fundraising pitch is to outline your team fundraising plan and to secure seed funding from WaterAid to invest in your team's fundraising activities.
- 💧 Your fundraising pitch should briefly cover how you're working to deliver the Fund aspect of the program as a team.
- 💧 Your team must share your fundraising pitch with WaterAid by **Friday, 2 May 2025**.



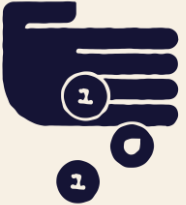
2024 Seqwater - Bake Sale



2024 Stantec - Trivia Night



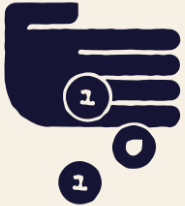
# What do you need to submit on 2 May?



- 💧 Fund video: A two-minute video presentation of your team's fundraising plan.
- 💧 A completed seed funding form: [Link](#)
- 💧 A completed income and expenditure sheet (which can be downloaded from the Resource Library)
- 💧 Send to [auswinnovators@wateraid.org.au](mailto:auswinnovators@wateraid.org.au)
- 💧 Each team member to complete the online pre-program survey: [Link](#)



# The Fund video



Please answer the following questions in your video:

- 💧 What is the main fundraising activity you will be putting your time, energy and seed funding into?
- 💧 Why did you select this fundraising activity?
- 💧 What is the team's fundraising target?
- 💧 How do you plan to raise awareness of WaterAid's work and get as many people involved as possible?
- 💧 How are you working as a team to deliver this fundraising activity?



# What happens after you submit?

- 💧 WaterAid will review your pitch and let you know if you've been successful, or if we have some follow up questions. We will also provide feedback on your ideas and plans.
- 💧 WaterAid will then confirm the payment of your seed funding by the end of the month.





# Examples of Fund videos done by previous teams

- 💧 [Arup's 2024 Fund Video](#)
- 💧 [Stantec's 2024 Fund Video](#)
- 💧 [WSP's 2024 Fund Video](#)

## Tips

- 💧 Short, sharp, concise, fun, visually interesting and informative clips are best – long, visually boring rambles to camera are not!
- 💧 Check out the following slides for filming guidelines





# Filming Guidelines



# Visual

- Film everything in landscape and 16:9 (normal video size – not square or portrait).





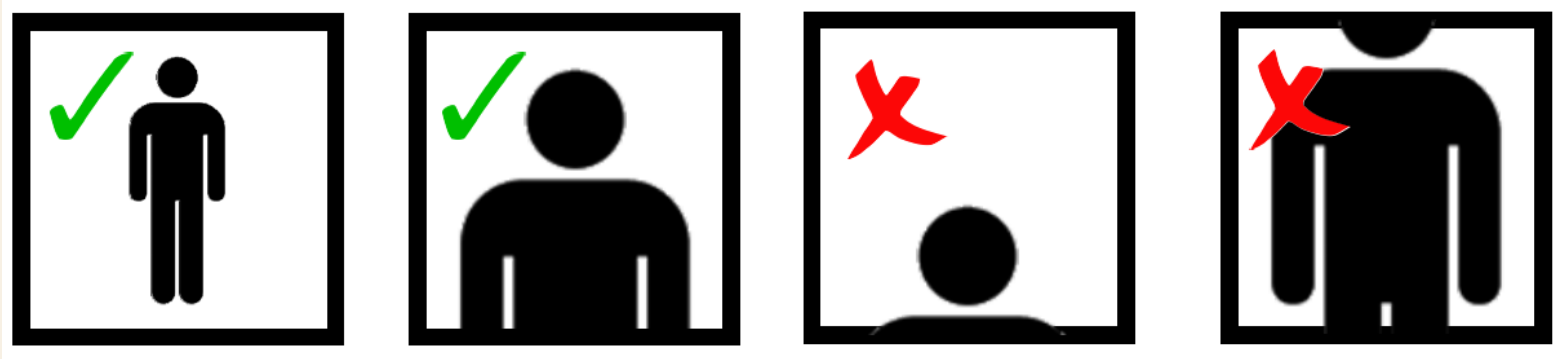
# Visual

- Ensure subjects are lit from the front.
- Film in natural daylight or by a window if possible
- If not possible, make sure the subjects are lit and not in shadow/ darkness.



# Visual

- Frame your subjects with even space around the head.



- Keep the camera still and camera movement to a minimum – if in doubt, film faces rather than bodies in action.
- Subjects speaking to camera should look straight down the lens and not to the side.



# Audio

- 💧 The camera must be in normal filming mode (25p – 16x9) and not in slow motion.
- 💧 Slow motion is fine with capturing action where sound is not necessary.
- 💧 When recording speech, make sure the subject is as close as possible to the microphone while keeping the correct framing.
- 💧 Keep background noise to a minimum – the fewer voices at one time the better.
- 💧 If you decide to use music, make sure it's royalty free.



# Equipment

- 💧 The bigger the better! If one of your team has a DSLR/camcorder then use that, but anything HD is great – smartphones, GoPro, etc.
- 💧 If possible, please shoot in Full HD (1920x1080) or the best quality available.
- 💧 If microphones are available for your team, use them.





# Shot types



- 💧 Close up
  - faces, product shots, sketches, details.



- 💧 Mid-shot
  - interviews, pieces to camera, small group.



- 💧 Wide shot
  - team shots, meetings, fundraisers, group pieces to camera, action shots, activities.
- 💧 Time lapse
  - meetings, building/ development, fundraising activities, practice pitch.
- 💧 Slow motion/high frame shots
  - action shots



# Good luck!

- 💧 We can't wait to see what you've been planning for us!
- 💧 Please contact us on [auswinnovators@wateraid.org.au](mailto:auswinnovators@wateraid.org.au) if you have any questions.

We are here to help!

