

Network Challenge

Let's Talk Soil Pitch Preparation

Here is a list of things to consider before your pitch!

What Do you Want to DO? (aka project description)

- Who will you do it with?
- What will define a job well done for you?
- How will you go about doing it?
- Where will it happen?
- You can lead a learning group, host large events, host small events, have a focus topic for your event, have no topic other than soil health, lead a multi-farm research project, create something virtual, film a video series, start a podcast, or write a blog - the world is your oyster, so long as it builds the network!

How will this build the network? (What will be the impact on your community?)

- What need or problem will this idea address?
- How will the idea uniquely meet your community's needs?
- Why is it important to the farmers that you'll be connecting with?

Resources (This is where we come in)

- What do you need money for and how much?
- What activities can we help you with?
- What activities will you take care of?
- What resources can you pitch in?
- What activities or resources will you be relying on others for?

Timeline & Milestones (What? When?)

- What day do you want to be done?
- What is the to-do list leading up to the grand finale?
- Organize those to-do's into "phases"
- Set a deadline and start date for each "phase" that will keep you on track to come to that grand finale without stress