

Move United Education Conference 2026

Roundtable Discussion: Key Success Factors to the Sales Pitch

Questions:

- What are your most successful sponsor/donor relationships and why?
- When have you failed and why?
- What have you learned?
- What are your most pressing challenges or barriers to closing the deal?
- How active or engaged is your board in pitching?
- How well researched are you going into a meeting?
- What is your experience with national companies vs local?

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Donor	Amount	Yrs	Alignment (1-10)	Relationship (1-10)	Note
Mickey	\$150k	13	0	10	Good
Joe	\$150k	5	0	10	Good
Corbin	\$300k	10	5	10	Shifted
Ken	\$300k	13	7	10	Good
Scott	\$200k	13	2	8	Good
Ronen	\$100k	8	0	8	Good
Tracy	\$200k	10	5	7	Good
Fergus	\$200k	10	9	6	Shifted
Conal	\$100k	13	10	5	Good
Kristin	\$50k	3	10	2	Good

Sponsor	Amount	Yrs	Alignment (1-10)	Relationship (1-10)	Note
HR	\$150k	13	10	8	Solid
OK	\$120k	13	10	10	Solid
OC	\$60k	8	10	2	Struggle
TH	\$1M	8	10	3	Solid
LB	\$120k	13	10	8	Solid
NI	\$100	2	5	8	Struggle
FX	\$150k	6	4	7	Solid
HW	\$100k	4	4	8	Solid
MR	\$250k	8	2	8	Solid
PH	\$50k	6	2	5	OK

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Description: The goal of every sales pitch is to unlock funding to sustain or grow your organization. But this is easier said than done.

After raising well over \$10M in the adaptive sports industry since 2006 (including funding for Angel City Sports, NBC docuseries ADAPTIVE, as well as his son Ezra), Clayton will use donor and sponsor data and case studies to highlight and discuss best practices.

In his experience, key success factors to pitching your organization include relationships, clarity of vision, alignment of value proposition and donor needs and interests, powerful storytelling, great data and organizational competence.

Eight Key Success Factors to the Sales Pitch

1. Optimize the **Relationship**.
2. Have **Clarity** of Vision and Mission.
3. Communicate your **Value Proposition** (in written and spoken word, video if possible).
4. Research **Needs & Interests** of the Donor/Sponsor.
5. **Align** your Value Proposition with the Donor/Sponsor Needs and Interests.
6. Bring Solid **Data**.
7. Tell Relevant and Impactful **Stories**, in person at your events and programs if possible.
8. Demonstrate Organizational **Competence**.