

## **Exercise 7 – 20 minutes**

### **The Pitch**

Working as a group:

1. Take no more than **1 minute per person** to describe the collaborative project each of you designed in *Exercise #6 – Planning Collaborative Services*. Choose one of these projects to work on as a group.
2. Brainstorm to come up with as many reasons as you can to convince prospective partners, prospective funders, and your own library staff to support this project. What kinds of information will convince other people to invest time, energy, resources – even cold, hard cash – to make this project happen?
3. Prepare one (or more) spokesperson(s) to give a **3-minute** presentation on the merits of your project to the rest of the workshop attendees.
  - ! Your work will be evaluated by applause-o-meter, so you might earn a few style points (i.e. pander to the audience) by adding a catchy title, a fancy logo, a suggested project theme song, or any other marginally relevant but nonetheless entertaining features to your presentation.