

Crafting Your Pitch to Practitioners

For this activity, your task is to craft a pitch to practitioners with whom you would like to partner for a research study. The focus is on developing two different pitches that will appeal to two types of practitioners: those who work directly with young people or adult learners (educators) and people who supervise educators and manage programs and organizations (educational leaders). If it is helpful, use the last column to write how you would frame your pitch to a funder interested in STEM education research.

	Framing to Educators (Teachers, Informal Educator, Youth Development Specialist, Exhibit Designer, Docent)	Framing to Educational Leaders (Principal, District Curriculum Leader, Program Manager, Museum Education Director)	Framing to a Funder of STEM Education Research
Who is the specific audience for this pitch?			
Need The other person's need or concern that your design will address.			



	Framing to Educators	Framing to Educational Leaders	Framing to Funder of Research
<p>Approach The <i>angle or strategy</i> you are bringing on how to address that person's need.</p>			
<p>Benefits How the approach will address the audience's needs. Benefits are benefits to others, not the researchers. Compensation does not count as a benefit.</p>			
<p>Partnership How you signal to partners you are inviting them into a genuinely joint enterprise.</p>			

