

# ChangeMaker Pitchfest MKE

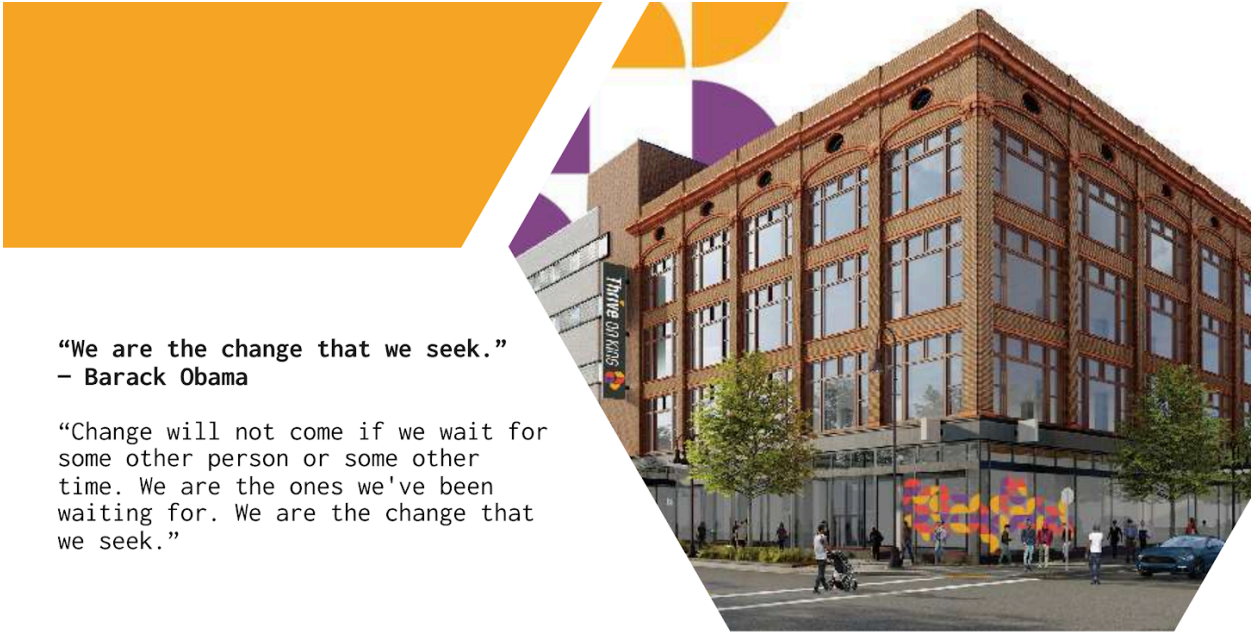
2024 PARTICIPANT PACKET



# Table of Contents



- 01** Introduction
- 02** Pitchfest Overview
- 03** Workshop 1 Preparation
- 04** Workshop 2 Preparation



**“We are the change that we seek.”**  
– Barack Obama

“Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek.”

# Introduction

Welcome to the ChangeMaker Pitchfest MKE '24 Handbook! This handbook will guide you through the exciting journey of developing and presenting your choice of 1) a pitch, 2) a proposal or 3) a plan to address a community issue of your choice

We're thrilled to have you join us for this empowering event, where you'll learn valuable skills, connect with like-minded individuals, and make a positive impact on your community.

Get ready to brainstorm, refine your ideas, and create a compelling pitch that inspires action and change. Let's embark on this journey together!

On October 25th, finalists will present their project to an audience of their peers, families, community leaders, investors, business and institutional executives at **ThriveOn Collaboration.**

2153 N. Dr. Martin Luther King Jr. Dr.  
Milwaukee, WI 53212

Let's get ready to make change happen!



# Values of ChangeMaker PitchFest MKE

This competition helps you hone your pitch and present ideas that inspire change in your community.

**Choose topics that impact you and your community—whether it's wealth, health, business, or nonprofit work.** ChangeMaker Pitchfest MKE is designed to be open-ended, so you can pursue something that ignites your passion and drives you to create meaningful change.

**We are particularly interested in solutions that address these key community challenges:**

- **Housing:** Expanding affordable options.
- **Education:** Enhancing early childhood programs.
- **Health:** Improving access and reducing chronic disease.
- **Cohesion:** Strengthening community bonds.
- **Opportunity:** Promoting economic growth.

## Program embraces...



### Inclusive Design

Welcomes all levels, offering growth and collaboration.



### Meaningful Impact

Aims to inspire change and make a difference.



### Growth & Learning

Offers valuable opportunities to learn and improve.



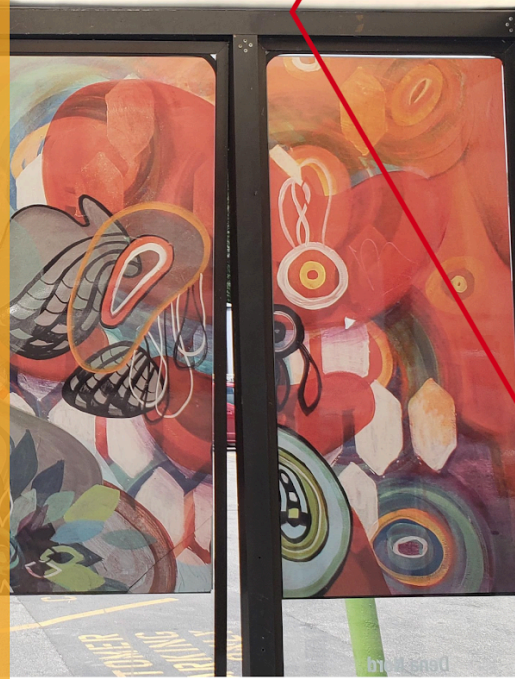
# Workshop 1 Preparation



**September 10th**

**@ QUAD MKE**

4201 North 27th Street, 2nd  
Floor, Milwaukee, WI 53216.



## 1. Statement of Purpose

- What problem are you addressing?  
Describe the community or peer issue that you aim to solve. Why is this important to you?
- Why is this important?  
Reflect on how solving this problem aligns with your values, goals, and dreams.

## 2. Essential Questions

- What do I want to achieve?  
Clearly state the change you want to see or the action you want to inspire in your audience.
- Who is my target audience?  
Identify the group of people you want to engage with your pitch, presentation, or proposal.
- What makes my approach unique?  
Consider what sets your solution apart from others.

Active participation and collaboration are encouraged, creating a learning environment that fosters innovation and growth.

These workshops can equip you with the tools and skills you need to succeed.

Each workshop focuses on a specific aspect of the pitch process, building upon the previous one and leading you closer to a compelling final presentation.

**It's crucial you make an attempt prior to each workshop.**

Our experts & educators are ready to help you advance your project before October 25th

**Submit your  
early proposal  
by 9./13**

**Deadline**





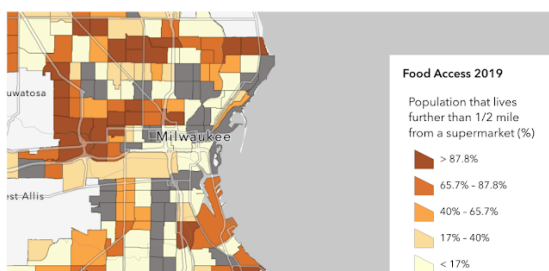
## Workshop 2 Preparation

DATA YOU CAN USE



@QUADMKE

4201 North 27th Street, 2nd  
Floor, Milwaukee, WI 53216.



- **Explore Your Neighborhood's Data:** Use the MKE Indicator Maps to see important info about your neighborhood, like housing, health, and population.
- **Interactive Maps:** Zoom in on specific areas, view data by neighborhood, and search by address.
- **Categories to Explore:** Check out data in five key areas: Equitable Housing, Equity & Access, Population, Health, and Market Value.

Resource



Go, play  
explore by  
9/16!

- **How does the data from MKE Indicator Maps relate to the community issue I'm addressing?**  
Reflect on how specific data points, like housing, health, or population statistics, can support or enhance the message and solution you're developing.
- **What gaps or opportunities does the data reveal about my community?**  
Consider how the data highlights areas that need improvement or where your proposed solution could make the most impact.