

Pitching for MHTA

As board members, you are primary advocates for MHTA. We want to support you being as effective as possible in reaching out to companies and decision-makers through direct, one-on-one communication with the ultimate goal of increasing membership and filling out our sponsorship. With your help we can keep building the organization and moving the Minnesota forward as a leader in tech.

To build the organization through memberships and sponsorships, we need to spend time identifying, recruiting and developing relationships with decision makers at companies. That's where you come in.

Here are just a few of the reasons why your involvement in membership is so important to our program:

Volume—Your involvement allows us to exponentially increase the number of companies we can talk with directly. We plan to reach out to as many companies as possible, and your involvement helps MHTA reach our goals.

Credibility—You are leaders in your field. Your validation of our organization and our programs gives MHTA instant credibility. In most cases, you have personal connections with many of the people we'd like to approach about getting involved, and your referral does much more than a cold call from the organization.

Message Quality—Your involvement puts a human face on our organization. Someone who donates their time to advance the cause of MHTA can deliver a much more powerful message than someone who gets paid to deliver it.

Effective Pitches

Whether you know the person or not, there are a few simple rules for ensuring that you can be an effective persuader when talking to potential members and sponsors. Effective pitches are about building a relationship

Tell your story.

You're involved with MHTA to a degree that many others are not. Let people know why you decided to dedicate your time to MHTA and our mission, and why that is important.

Prove it.

Sometimes folks need more than a story. Let them know why this has been important for your business, and how the investment has paid off.

Ask the question.

Giving a positive impression is one thing. Asking them to get involved is another. If you've had a good discussion with someone about MHTA, don't leave it there. Ask them to join, then pass them off to Ray Hoover at MHTA.

Follow up.

Make sure your contact follows through on the commitment to join.

Partner.

Guide new members to events and encourage them to get involved.