



WARNER COLLEGE  
OF NATURAL RESOURCES  
COLORADO STATE UNIVERSITY



CENTER FOR  
COLLABORATIVE  
CONSERVATION

# CC FELLOWS PROGRAM COHORT 13

## PROJECT PITCH GUIDELINES

*Questions? Please contact Allison Brody, CCC Associate Director of Learning,  
[allison.brody@colostate.edu](mailto:allison.brody@colostate.edu).*

The purpose of the Project Pitch is to present a brief but compelling story about your project idea, your project team, how your proposed project will make a difference, and why you/the project's participants are a good fit for the CC Fellows Program.

There is no one "right" way to create a pitch. However, many Project Pitches include one or more of the following elements (not necessarily in this order):

- Introduce yourself and/or the team. Who are you, what experiences do you bring, why are you a good candidate to become a Fellow?
- Define the problem you're solving. Problem framing prompts you can think through include:
  - o **Who** – Who actually has this problem? Have you validated that the problem is real?
  - o **What** – What is the nature of the problem? What research or supporting evidence do you have?
  - o **Why** – Why is the problem worth solving? What's the impact on communities, or biophysical spaces, or CSU?
  - o **Where** – Where does this problem arise? Have you/your team observed this problem? In what contexts?
- Present your solution.
- Describe your proposed activities and/or deliverables and/or objectives. If this is a research project, include what types of permissions might need to be obtained.
- Describe the team that will be working on this problem and their roles.
- What is your plan or approach? What project type are you proposing (Model 1, Model 2, or Model 3)?
- Briefly outline your timeline and budget (see the [budget template](#)).
- If you would like to include an Intern, be sure to review the [CC Fellows Program Internship](#) information. If you feel you have the capacity to use an undergraduate intern to support your project, include this in your pitch, including how you might use them.

Project Pitches can be created using a variety of strategies and formats. It can be a written document (generally 1-3 pages in length), a slide deck, an infographic, a video, or some other creative media. Submit all pitch materials to Allison Brody, [Allison.brody@colostate.edu](mailto:Allison.brody@colostate.edu).