Pitch:

Hey, so I heard you’re having a hard time trying to get some of your friends to try out Dungeons and Dragons because it’s “too complicated” and involves too many dice and rules and things like that. Well I have an idea on how I might be able to help you with that, if you’re interested. I’ve been playing for a few years now, and I recently realized that the game itself is actually pretty simple as a whole, and it all really boils down to just a handful of basic concepts like the 3-pillar system. Ever since then I’ve thought about how it’d be so much easier to get people interested in the game if they saw just how simple the game is at a fundamental level, and I’ve been thinking lately about using my computer nerd skills to whip up a website or something to help people learn the basics of the game. Is that something you’d be interested in seeing and using? Awesome! I look forward to any input you might have as a Dungeon Master.

Feedback:

1. Near the beginning, instead of talking to them like you’re trying to help them, build rapport with them by talking mostly about how the problem affects you too.
2. Wait until later in the pitch to propose the website as the solution, after you guys have some conversational common ground.
3. I like how you ended it with a subtle offer for them to contribute without them feeling like they’ve been tricked into a commitment.