

JUST ASK

“Every organization has to prepare for the **ABANDONMENT** of almost **EVERYTHING** it does.”

- Peter Drucker

“**EVERY** organization is **PERFECTLY DESIGNED** to get the **RESULTS** they are getting.”

-Tim Kight

“**RE-IMAGINE**’ (EVERYTHING).”

-Tom Peters



~~Not For Profit~~

IMPLICATIONS:

- 1.) NOT THE OTHER WAY AROUND!
- 2.) DON'T DEFINE IN THE NEGATIVE!
- 3.) SIZE + SCOPE **IMPACT** determines SIZE + SCOPE **INCOME**

CHANGE YOUR VOCABULARY

Here's the 'starter list':

OLD WORDS

- ~~NOT FOR PROFIT~~
- ~~CHARITY~~
- ~~MISSION STATEMENT~~
- ~~SURVIVAL~~
- ~~INFORM~~
- ~~ON THE BOARD~~
- ~~COMPETITION~~
- ~~DONOR/DONATION~~
- ~~"WARM FUZZIES"~~
- ~~CULTIVATION~~
- ~~TRANSACTIONS~~
- ~~APPOINTMENT~~
- ~~ASK FOR MONEY~~

NEW WORDS

- FOR IMPACT
- PHILANTHROPY
- MESSAGE
- VISION
- INVOLVE
- ON BOARD
- COLLABORATION
- INVESTOR/INVESTMENT
- RETURN ON INVESTMENT
- COMMUNICATION
- RELATIONSHIPS
- VISIT
- PRESENT THE OPPORTUNITY

*For more words and some depth, visit forimpact.org/vocabulary.

~~NO MORE...~~

To help with your ATTITUDE... to GRAB YOUR ATTENTION and to show the real scope of I → I:

NOT FOR PROFIT	CHARITY	TAX EXEMPT	SUSTAINABILITY
MISSION STATEMENTS	FUND RAISING	SPECIAL EVENTS	VOLUNTEER SOLICITATIONS
CASH TO ENDOWMENT	SILOS	BORED BOARDS	ANNUAL FUNDS
TRADING DOLLARS	CASE STATEMENTS	STRATEGIC PLANS	HIPPA
TRADITIONAL CAMPAIGNS	FEASIBILITY STUDIES	BUILDING CAMPAIGNS	ASK FOR MONEY

CALL RELUCTANCE

- 1.) Don't Believe in Cause/Case
- 2.) Cannot Articulate the Message
- 3.) No 'Good' Prospects/Relationships

Gold, Diamonds, Oil



97/3

JUST ASK

“**A**sk and it shall be given.
Seek and you shall find.
Knock and it shall be opened to you.”

– Matthew 7:7-8

“**Rak B' vakaysh!! ONLY ASK!**”

– Hebrew

“If you don't **ASK**, you dont get.”

– Gandhi

JUST ASK

“You’re In SALES. Get Over It.”

THE FOR IMPACT JUST ASK STRATEGY...

Get a **VISIT**...

NOT AN APPOINTMENT (Think ‘doctor/dentist’!)

With a **QUALIFIED PROSPECT/POTENTIAL INVESTOR**...

NOT A DONOR (THINK ‘blood/organ’!)

To **SHARE THE STORY**...

NOT MORE INFORMATION (THINK ‘glazed eyes’!)

To **PRESENT THE OPPORTUNITY**...

NOT ASK FOR MONEY (THINK ‘beggar’!)

SHOULDER-TO-SHOULDER...

NOT FACE-TO-FACE, EYEBALL-TO-EYEBALL
(Think ‘competition/confrontation’!)

To **FUND THE VISION!!!**

NOT HELP TO ‘SURVIVE’ (THINK UGH!)

Hope is
not a
strategy!

“**SALES** covers up everything.”

– Mark Cuban
(Billionaire & Owner of the
NBA Mavericks)

“Without **SALES**,
everything is scrap.”

– Every (Smart) Business Leader

“**LIFE IS SALES.**
(The rest is details.)”

– Tom Peters

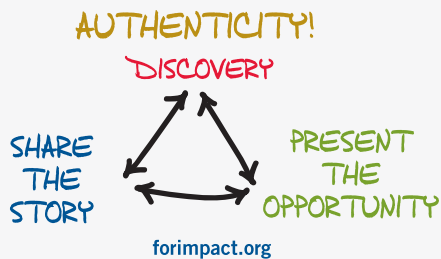
SALES is not a four-letter word!
(It’s actually five.)

God gives every bird food.
He just doesn’t throw
it into the nest.

“Man must sit in chair
for looong time, with mouth
open before roasted duck fly in.”

– Ancient Proverb

FOR IMPACT PRESENTATION FRAMEWORK



**SPEND MORE
TIME WITH
BETTER
PROSPECTS**

– Brian Tracy

*** YOUR BOARD IS NOT RESPONSIBLE
FOR FUNDRAISING!!!**

BOARD FUNDING ROLE

- 1.) **CHAMPION**... The CAUSE.
- 2.) **INVITE**... Others To ENGAGE.
- 3.) **INVEST**... With a COMMENSURATE COMMITMENT.

SELLING IS NOT TELLING!

FOR IMPACT PRESENTATION FLOW



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