

HOW TO GET A VISIT

Artists Proof



A **FOR IMPACT** GUIDE

TOM SUDDER

ForImpact | THE SUDDER GROUP

ForImpact.org

Dedication

This Guide Book is dedicated to all of the fearless souls who are
'In The ARENA' every day, every week...
Trying to visit with people who can help Change The World.

And a special dedication to my **AMAZING** 'Assistant' (read 'BOSS') Phyllis...
who has been setting my visits for 20 years. I could not function without
her.

A handwritten signature in black ink that reads "Tom (O.G.)". The signature is written in a cursive, slightly slanted style. A long horizontal line is drawn above the name, extending from the left towards the right, ending just above the "Tom" part of the signature.

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FOR IMPACT GUIDES

*“One WAY to get where you want to go...
is to find a good MAP and a smart GUIDE.”*

– Juan Enriquez

These For Impact GUIDES on particular topics are designed to help you find your ‘WAY’.
(It’s the whole TAO thing.)

We can’t tell you how many times during our training or talks, or with coaching clients, we
have had people stop us and say, *“Just tell us what to do. You’ve been there and done
this. Save us the time, money and energy.”*

This is one way we can honor that request.

For Impact Guides are where we share our thoughts, ideas and experiences ... in ‘nugget’
form, aggregated by specific topics.

It’s meant to be a quick read -- and provide motivation as well as **‘how-to’**.

**READ. PRINT. SHARE.
USE.**

*“Let us, therefore, decide both upon the GOAL
and upon the WAY, and not fail to find some experienced
GUIDE who has explored the region towards
which we are advancing, for the conditions of this JOURNEY
are different from those of most travel.”*

– Seneca

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HOW TO GET A VISIT

WHO

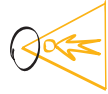
WHAT

HOW



QUALIFIED PROSPECT → PREDISPOSITION →

PERSEVERANCE

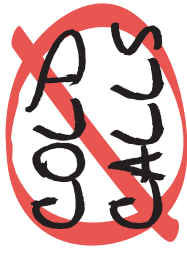


Master Prospect List

Memorable Experience

Phone

IDENTIFY
↓
PRIORITIZE
↓
STRATEGIZE



GTA (Grab Their Attention)

+

CONTACT FROM A NATURAL PARTNER

30

- 1) Relationship Manager or Admin Ast. → Direct to Q.P.
- 2) Relationship Manager or Admin Ast. → to 'Gatekeeper'
- 3) Natural Partner → to Q.P. or Gatekeeper

* Order of Visits:

- MO-CO: Momentum Commitments
- LEAD-CO: Lead Commitments
- CO-CO: Connector Commitments

* Response Tree:

- YES →
- MAYBE →
- NO →

INTRODUCTION

I cannot begin to count the number of times someone has said to us, *"This is all great, but ... we can't get an appointment. They won't see us. How do we get in the door?"*

Our first response is always the same: *"Stop trying to get an 'APPOINTMENT!'"*

The word **'appointment'** itself is a problem. It conjures up visions of **doctors!** Or worse, **dentists!**

Think about the idea of a **VISIT**. This is not just semantic gymnastics. It's a mind-set. A VISIT implies friendship, conversation, mutual desire to be together and much more.

Read the next sentence in a melodramatic tone:

Stop trying to get APPOINTMENTS ... with DONORS ... to ASK THEM FOR MONEY!

A simple vocabulary change creates an entirely different dynamic. Now, read this next sentence with the passion you feel for your world-changing For-Impact organization:

Get a VISIT ... with a POTENTIAL INVESTOR ... to PRESENT THE OPPORTUNITY!

A STORY TO GET YOU STARTED

The most visits I've ever made in one day is **13**. Here's the story...

Jim Frick was my boss and mentor at Notre Dame. As Vice President for Development, Jim was one of the early pioneers in the college and university fundraising arena.

One day at a meeting with the entire Development Team, he was encouraging (in Jim's case it was more exhorting and prodding) the five Development Officers to get out and make more visits.

*He said he had made **12 visits** in one day ... and couldn't understand why we weren't making more visits.*

I was a 'young pup' Regional Director of Development. I was also pretty competitive. I decided I was going to try to break Jim's record.

I set up 13 visits in one day in Indianapolis. I asked my two best Champions and Natural Partners to help me set them up. It turned into a 'game'. I was running around downtown Indianapolis. Never got in a car. Had a number of people meeting me in Bill McGowan's office. Started with a 7:00 a.m. breakfast and finished with a 7:00 p.m. dinner.

*Visits were brief and not very productive. I think I might have raised \$50,000 or \$75,000 that day. It was all about **QUANTITY** over **QUALITY**.*

I've learned a lot since then. Making visits is a '**BOTH/AND**' endeavor ... both **QUALITY** and **QUANTITY** ... **PRODUCTIVITY** and **ACTIVITY** ... **MAXIMIZING** and **JUST SHOWING UP**.

Our **3X3X3** strategy is a practical and productive approach to this paradox. We recommend **3 visits a day ... 3 days a week ... 3 weeks out of the month**. This allows a full-time Major Gift Officer or Development Officer to make 25 to 30 visits a month ... and allows quality time for setting up the visit and for appropriate follow-up afterwards.

OVERVIEW

Getting a Visit is both an ATTITUDE and a 'SKILL.' There's a 'SYSTEM' to it.

With that said, I've tried to summarize 40 years in the field -- 20 of them trying to get 'appointments' ... and the last 20 having far more success getting 'visits.' My goal here is to help you get the visits you need with your best prospects.

The information is framed within our proven, For-Impact system.

Getting a visit is all about:

PREDISPOSING ... QUALIFIED PROSPECTS ... to take your PHONE call ...
and ultimately **VISIT** with you.

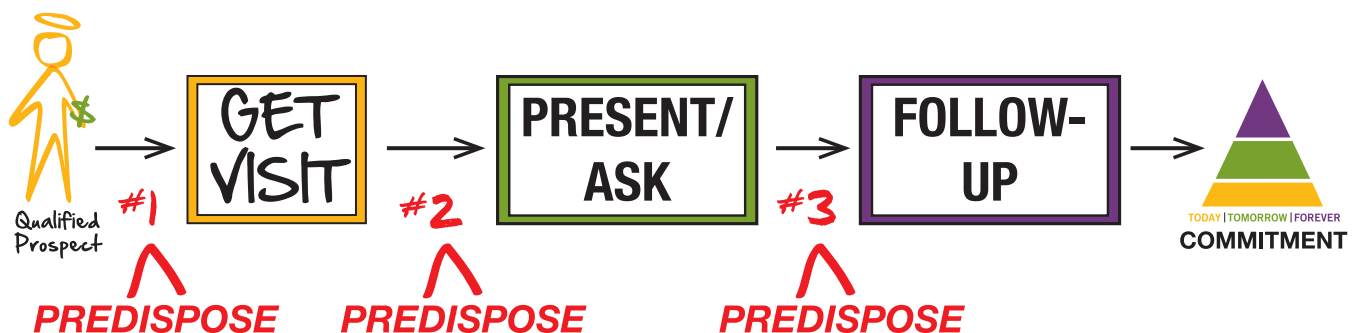
I've included action steps, strategies and tips to help you make it happen.

I hope you find it helpful.

PREDISPOSITION

We are professionals. **We do not make COLD CALLS!**

We **always PREDISPOSE** the prospect/potential investor. We first predispose a potential investor to our **phone call** to set up the **visit** ... then we predispose to the **visit/presentation** itself ... and yes, we even predispose to the **follow-up**.



The word **PREDISPOSE** means to make someone inclined, in advance, to a specific action or attitude. You need to be literally (not figuratively) **predisposing** potential investors to expect your contact and look forward to visiting with you about your amazing organization.

Predisposition is not 'cultivation'! (Cultivation is when you spread manure on crops!)

Here are 3 things to think about regarding **PREDISPOSITION** for the specific purpose of setting up a visit (#1 on the graphic above).

1. **The Goal**
2. **G.T.A.: Grab Their Attention**
3. **3° of Separation**

PREDISPOSITION (CONTINUED)

1. THE GOAL

The goal of **predisposition** is simple: GET THE VISIT! It is NOT to 'sell on the phone'!

- A really **strong predisposition e-mail or letter** makes the follow-up phone call very **assumptive/presumptive!**

"I'm following up on the note that you received from (Natural Partner) and I'd like to see if you might be available next Tuesday morning? Or would Wednesday afternoon be better?" This is not a Tom Hopkins (Sales Training Guru) spiel. It works.

- **Consider having someone else set up the visit!** I know this is somewhat sacrilegious to many people, but I've found it to be **the** single most effective way to GET VISITS. This is especially important if you are **full-time** Development Officer/Major Gift Officer/Chief Development Officer with a portfolio. You should be making presentations, not setting up visits.

In the predisposition note, the sender/Natural Partner closes with these very important words: *"I have asked Phyllis to follow-up with you to set up a visit with [name]."*

I believe my 'boss'/administrative assistant, Phyllis, can get me a visit with anybody! Having worked together for 19 years, we use this exact system. When Phyllis calls, she is not 'worried' at all about answering a bunch of questions or trying to 'sell' someone. She's doing exactly what we communicated to the prospect/potential investor... **following up.**

- **A phone call from your CEO/President's Assistant** is one of the absolute best ways to get a visit is through. Here are some examples:

'Mike' is the CEO of one of the world's best hospitals that is not a 'hospital.' 'V' is his wickedly competent and talented assistant. 'V' knows all of Mike's relationships, and has great existing interaction with both the prospects and their assistants (gatekeepers). The easiest way for the Campaign/Foundation Team to get a visit with their top prospects is to do a simple predisposition e-mail from 'Mike' ... and then 'V' does a follow-up phone call to set the visit.

It's the same scenario with one of the finest community colleges in America. 'Dale' is the brilliant President and rock star community leader. 'Sue' is the incredibly capable person who controls his life. When we need a meeting with **anyone**... 'Sue' simply calls **on behalf of** 'Dale' to arrange the visit. It's extremely effective and couldn't be more simple.

- Another easy way to schedule a visit is by using the name of **someone else** you're visiting with that day or week. *"Tom is going to be visiting with Jim W. at 10:00 on Tuesday. Could he meet with you before or after that?"*

You can use geography in the same way, *"Tom will be in Cincinnati next week, and would love to spend 20 minutes with you if that works."*

PREDISPOSITION (CONTINUED)

2. GTA: GRAB THEIR ATTENTION

GTA means **be creative ... set yourself apart ... stand out!**

One of the best ideas on this is using a **'MEMORABLE EXPERIENCE'** as **PREDISPOSITION**.

Turn that gala/signature event into both predisposition and grabbing their attention! Actually say that evening that someone will be following up with you to set up a visit. **Or**, 'cherry picking' 50 or 60 of the very best prospects out of the 1,000 people who attended who get a very **customized follow-up note** ... setting up the phone call to schedule the visit.

We have also used a WOW PACKAGE to ensure that the person knew how important this visit was. Rather than an e-mail, actually sending a letter, with some visuals, and then indicating that this is what we want to share or talk about. Just thinking **creatively** will set you apart.

I'm not suggesting you go as far as the extraordinary ad man, Jay Chiat, did. He said that his **secret** for getting people to take his calls was to call the person's secretary and say, *"Tell so and so his DOCTOR is on the line, and I have the results of his test."* Chiat claimed that the person would rush to the phone. This example is only in fun of course, but it conveys my point ... GRAB THEIR ATTENTION.

My personal favorite creative story is about one of those very busy, always traveling executives, whose secretary/gatekeeper always responds with, *"Sorry, he's traveling," or "he's out of town."* I simply ask the gatekeeper where the prospect's next trip is going to be. She always asks, *"Why?"* And I respond, *"Because I'd like to get a ticket and just fly with him so that we can talk while he's on the plane!"* (It's really hard for someone to not be engaged at 30,000'. And, if you can get them on the window and you get the aisle, you can ensure there's nowhere for them to go.)

PREDISPOSITION (CONTINUED)

3. Think 3° OF SEPARATION

Kevin Bacon's famous 6° of separation from any other actor is wrong. It's been determined that it's actually **2.78** moves or 'connections' between Bacon and any other actor.

Please think seriously about this: You are only **3° away** from anybody who is a **QUALIFIED PROSPECT!**

How can I say that?

First, it is very important that you note the term '**QUALIFIED PROSPECT!**' That means that there is a **STRONG RELATIONSHIP** to your **CAUSE** or **CASE**. (This is a very important difference from a relationship with you or another individual!)

IF the potential investor truly is a **QUALIFIED PROSPECT** ... then you can use your **NATURAL PARTNERS** (Champions, Board Members, Key Volunteer Leaders, other Current Investors, etc.) to make the contact and the connection ... and help set up the **VISIT!!!** The relationship to your **CAUSE** or **CASE** is a key connector.

Here is the best way to explain this.

I am only 3° away from the **Pope**, the **President** or the **Prime Minister of Israel**.

I reach out to one of the most amazing human beings on the planet, Fr. Ted Hesburgh (with whom I had the incredible experience of working with on the Campaign for Notre Dame). Fr. Ted calls someone in the Vatican... who then sets up meeting with the Pope.

To get to the President, I simply hit speed dial for Dick Celeste, former Governor of Ohio, Ambassador to India, President of Colorado College and now Senior Counsel with The Suddes Group. Dick has Bill Clinton on his speed dial. Bill calls the President's office and sets up the visit.

For the Prime Minister of Israel, I call any one of a handful of Jewish leaders that we have worked with and ask them to make a phone call or reach out to someone in Israel who can then reach out to the Prime Minister.

One last story. I am only **one Natural Partner** away from the **Dalai Lama**.

At an international conference, I poured (fire hose?) my energy, heart and soul into a keynote talk. Afterwards, a wonderful woman came up and said, "Thank you. I learned so much... I will never forget this day." Then she put her long white scarf around my neck and said, (BTW) "My brother is the Dalai Lama."

*If you want more on this idea of connections, there are two great books on this phenomena, **6 DEGREES** by Duncan J. Watts and **LINKED** by Albert Barabasi.

TEAM SELLING

As you can see , creating PREDISPOSITION is largely about TEAM SELLING.

This simple visual should give you an even better understanding of how team selling works.



TEAM SELLING (CONTINUED)

You can set up the visit for the Sales Team by using:

- **The Actual Sales Person**
- **A Strong Support Person**
- **An Even Stronger Natural Partner**

This is the opportunity for your board, volunteer leaders or campaign leadership to do something that they **can** do and even **want** to do (especially if you give them a choice of 'asking for money' or 'setting up a visit'!!!)

You can use all members of your **stakeholder group** to help get the visit. It could be your CEO, President, a well thought of doctor, a key dean or faculty member, a teacher or coach with 25 years of relationships ... whomever.

This is also a wonderful way to engage your **current investors** and build upon their relationship! Have them make the call to set up the visit for you ... and if they'll go with you, that's awesome. If not, that's okay.

*Look at the examples in the outer circle of Natural Partners... and determine who would be best '**connector**' to get visits for your very best prospects.

PRACTICE

Julia Cameron is one of my absolute favorite writers, authors, and thinkers. She shares this great quote from Theodore Roethke.

“I learn by going where I have to go.”

The best way to **learn how to set up a lot of visits** is to **set up a lot of visits!**

‘Practice’ as it relates to getting visits, is to actually practicing what you’re going to say, how you will say it, how you will handle various responses, etc.

Then, go where you have to go – **on the phone**, working through your ‘words’ to get the visit.

There are 3 important components within the idea of PRACTICE.

- 1. The Message and the Words**
- 2. Handle Objections**
- 3. Do the Work**

PRACTICE (CONTINUED)

1. THE MESSAGE AND THE WORDS.

One of the best books I've read recently is 'PRACTICE PERFECT' by Doug Lemov. One of his big points is that the best teachers and coaches focus on small and seemingly mundane aspects of the work ... especially on the **right 'words'** they use!

The idea here is to actually **practice/test**, the **ways** and the **words**.

- Keep it simple. (The goal is just to get the visit! You're not making the presentation.)
- Keep it at 30,000'. (High altitude. No detail on phone.)
- Keep it about your message and 'story'. (Selling is not telling, unless it's a story!)

Commit to being able to articulate your message ... clearly, concisely, compellingly ... in no more than 30 seconds! Then, take more time to add 'story' after they have responded.

Authenticity is the key. It's not about following a script, but about choosing the words that are right for you.

2. HANDLE OBJECTIONS.

It's important to be able to pre-think (not sure that's a word but you get my point) how you're going to handle the normal objections. Always trust your gut.

- *"I'm in. We don't have to meet."* (Response could be as simple as *"I know you're in. We just haven't met in a while and I have some really cool stuff to SHOW YOU around _____, _____, _____."*)
- *"What is this about?"* (Response: *"We have a plan called Vision 2015 that I would love to share with you. You are one of our most committed Champions and we really want to get your feedback."*)
- *Why do we need to meet?"* (Response: *"We're meeting with Community Leaders, like you" or "I really want to show you how we are presenting our Message and Story..."*)

The Bottom Line is to convince the potential investor that you need **a little bit of their time ... for a really big impact.**

As important as it is to 'pre-think,' don't get stuck in over thinking the phone call. You cannot play out every scenario in your head. Just make the call and see what happens.

PRACTICE (CONTINUED)

3. DO THE WORK.

Steven Pressfield's **DO THE WORK** is another one of those great books that captures everything you need to know **on the cover/in the title**.

In this case, SOMEONE just has to DO THE WORK. Block out 90 minutes. Get on the phone. Make your calls. Do the follow-up. **Do the work.**

Follow-up entails tracking everything. Keeping accurate, real-time notes on a master list is crucial. It ensures that you are properly following-up with your prospects in a timely and professional manner.

PHONE TIPS FROM A PRO

Anyone making phone calls to set visits will benefit from these **GREAT** tips from Nicole, a For-Impact visit-setter extraordinaire. Share these with your team to sharpen skills and boost confidence before picking up the phone.

- Be Authentic. It's not about following a script, but about putting it in your own words.
- Your passion shows through on the phone.
- Don't think of the reasons why they may not give. Think of the reason they WILL give.
- You cannot play out every scenario in your head of the questions that you will receive on the phone. Just make the call and see what happens.
- It's OK to not have all the answers and to say, "Let me find out about this."
- It is all about the change/impact that the prospect can have on the organization.
- Your prospect may already support you and are champions for your cause. You do not need to sell them on the cause.
- Learn as you go.
- The best way to start is to pick up the phone and call.
- In case you only have a few minutes on the phone and they do not want a meeting, know in advance the message you want the prospect to take away from your call. You may be the only opportunity to talk about the impact/message.
- Every investment has an impact.
- Never perceive you know the prospect's capacity. Let them tell you.
- Based on your conversation, some people will be inspired to send in a check without needing to meet.
- Everyone wants to feel that they are making a difference.
- **And, the more predisposition letters you send out, and the more calls you make, the more impact it will have.**

PHONE TIPS FROM A PRO (CONTINUED)

- Always follow up when you say you will. When someone says, “Now is not a good time,” ask for permission for a specific time to reconnect. (“Would it be OK if I called you back on this date?”) Follow through on that date. I have noticed that if you say in your message that you are going to follow up again in 1 week and do so on the date you specified, you get results. It is almost like a test – if we are committed, then they will be committed.
- You are the first voice for your case/cause. You are going to be the reason they say yes or no to the visit.
- Be up front about the purpose of the visit. The more up front you are, the easier it will be for the sales team. For example, “The purpose of this meeting is to talk to you about our brand new funding initiative. This is something that we are very excited about and as our loyal supporter we would love to sit down with you and talk to you about all the exciting plans for the future and how you can fit into our plans and the impact that you can make in the community.” Between the predisposition letter and your phone call, the prospect will have a clear understanding of the purpose of the visit:
 - They will be discussing the impact they can make
 - We will be asking either for a financial investment or permission to come back to discuss an investment
- The worst that will happen on the phone is they will say no.
- The more confident you are about the message, the more it will shine through on the phone.
- Some of the most generous investors ask some of the toughest questions.
- Don’t over think. Take the conversation where you want to take it.
- Always trust your gut on the phone to know how far you can take the conversation. If they are talkative and don’t want to meet but keep asking questions – that is your chance to sell your story (the **top 3 things** you want them to know about your cause). “I know this may not be a good time for you to meet, but we appreciate you being our champion. Can you think of anyone else who you feel needs to hear our message?” This is a good time to get referrals, and referrals are the best leads.
- Tracking is everything. Record key points on each call in a tracking sheet. Having a master list is an excellent way that any member of the sales team can have access to what is happening with each of their prospects at any time.
- The best part about making sales calls is getting to interact with donors and hear firsthand why they give to the organization and why they are so passionate about the cause. It reaffirms why we do what we do.

PERSEVERANCE

Everything good in life doesn't come easy or just happen. (DUH?) Getting visits requires FOLLOW-UP and PERSEVERANCE.

To help you in this area, you need to keep these 3 things in mind:

1. Attitude Is Everything

2. Whatever It Takes

3. Yes or No

1. ATTITUDE IS EVERYTHING.

Getting a visit is all about **SFP: Self-Fulfilling Prophecy!** If you're trying to get an 'appointment' with someone you are convinced doesn't want to see you ... that's exactly what will happen.

If you believe they want to see you, your passion and confidence will shine through on the phone ... and get results.

The person responsible for getting a visit **must** go at this with the **attitude** that the:

- Qualified Prospect wants to be with you.
- Qualified Prospect wants to hear the opportunity.
- Qualified Prospect will be the big winner after the visit.

This 'attitude' will come through on the phone.

A Special Note on Authenticity: You cannot mess up a contact to set up a visit if you are **authentic!**

- *"Really important that we meet with you."*
- *"Been trying hard to set this up because of urgency, importance, etc."*
- *"Sorry we have missed connecting so often, I'm feeling like a stalker. However..."*

PERSEVERANCE (CONTINUED)

2. WHATEVER IT TAKES.

I know. It's an old and cheesy coaching cliché. However, if you take 'perseverance' and 'attitude' down to the 'how' ... the answer is to do **WHATEVER IT TAKES!** Call back until they tell you not to call anymore. Stay in contact until you've got the visit set up. Call in all of your SUPPORT team. **WHATEVER IT TAKES.**

3. "YES OR NO?"

We use something we call the 'RESPONSE TREE'. Typically, once you get through on the phone, there are three possible answers a potential investor may give you. Be prepared to respond to each.

1. **"YES."** Awesome. Get date and time set. Follow-up with a note to confirm. Send any additional **predisposition** (#2) material for the actual visit itself.
2. **"MAYBE."** *"What else could I do that might help you decide on getting together? I can meet you anywhere, anytime. Would it help if you spoke with (Natural Partner) to understand more about why they are engaged with us?"* If it's not a good time at the moment, schedule a specific date to call back and follow through.
3. **"NO."** If this is the type of 'no' that means, *"No time, but I still like your organization,"* ... you could send them a President's Circle invitation or even a really strong follow-up letter ... with a request.

If it's a 'no' that means, *"No, I can't really see this as a priority. I don't have the financial wherewithal to help"*... then you would send a nice **'thank you'** and **MOVE ON!**

VOICE MAIL

TO LEAVE OR NOT TO LEAVE (THAT IS THE QUESTION)

My primary response to the question of VOICE MAIL is that it is a function of **authenticity**.

I believe it is appropriate to leave a voice mail on the **first** follow-up call:

- Referencing the predisposition.
- Leaving a return number.
- Indicating that if you don't hear back, you will call again on (day).

After that, it's a combination of authenticity, good judgment and professional perseverance.

- Sorry I missed you again. Let me know a good time to catch up. You can text me or my e-mail is _____.
- I know we keep missing. I also know how important this is to you. I'll keep trying until we connect.

This is another skill that requires 'Practice' ... and pre-thinking the exact **words** you will use. Nothing worse than hemming and hawing and fumbling your way through a voice mail.

ORDER OF VISITS

Deciding the ORDER of your visits is very different from simply starting at the top of your Master Prospect List and working your way down.

Instead, think through your list in terms of **Momentum, Leaders and Connectors.**

Begin like Archimedes on his best day by trying to LEVERAGE your commitments... building on each previous visit and commitment as you move along.

Here's how I like to strategize the order of visits:

- MO-CO's are MOMENTUM COMMITMENTS. These commitments are not necessarily about magnitude or size but rather 'COMMENSURATE'... 'SURPRISE'... and 'STRETCH'.

These are the 'EARLY ADOPTERS' who get it, buy in, and provide the MOMENTUM to get going.

In his book GOOD TO GREAT, Jim Collins would call these 'FLYWHEEL' commitments. In order to get a FLYWHEEL moving, it takes a lot of energy at the beginning... but once there is some 'MOMENTUM'... the wheel flies.

- LEAD-CO's are about LEADERSHIP COMMITMENTS that literally TRANSFORM the organization or the project or the campaign. These are 'Top of the Pyramid', lead gifts that create a sense of "We can do this." Many times they prove that our best prospects/investors have 'stepped up', and now it's up to the rest of us.
- CO-CO: CONNECTOR COMMITMENTS. Going after some of your most important 'CONNECTORS' early on is a terrific strategy to not only get their financial commitment (which may or may not be significant) but also to generate REFERRALS and STRATEGY on getting visits with your best prospects.

ABOUT TOM SUDDES

Tom Suddes has made a name for himself as a thought **leader**, a motivating **coach**, a master **facilitator & trainer**, an engaging **speaker** and a prolific **writer**. Tom has 40 years of experience in Strategic Visioning, Fund Development, Business and Entrepreneurship.

He began his career in the Development Office at the University of Notre Dame in 1973. In 1983, he founded The Suddes Group, which has managed over 500 Campaigns, raised over **\$1 Billion** and helped generate 3 million new jobs in their work with 125 Economic Development Organizations around the country.

And, in the last 10 years, the For Impact Partners and Coaches have helped organizations raise **another \$1 Billion** to scale and grow their Impact... and on the way to it's **3rd Billion**

Tom has made more than 6,000 one-on-one 'sales' presentations... and has trained thousands of 3rd Sector and Business Leaders in the art and science of becoming a For Impact Organization. He is the author of *Take A Quantum Leap*, a number of *For Impact Guides* and co-author with Nick Fellers of the content at **ForImpact.org**.

A **serial entrepreneur** since age 16, Tom has founded 19 businesses; and now dedicates one-third of his 'work' schedule to helping social entrepreneurs change the world. He also spends significant time in Ireland helping to transform the country's philanthropic model.

In 1997, Tom **won a Trip Around the World** (the only contest he has ever entered) where Success Magazine and Opportunity International awarded him a chance to share his entrepreneurial experiences with Third-World Micro Entrepreneurs in Russia, Poland, India, Bangladesh, the Philippines and Australia.

Tom served in the U.S. Army as an Infantry Officer, Airborne and Pathfinder. He was a two-time welterweight boxing champion at Notre Dame, and has been the **boxing coach** there for 40 years. He returns every year for a six-week 'mini-sabbatical' to coach and referee the Bengal Bouts. He is the **Executive Producer** of *STRONG BODIES FIGHT*, a documentary film about Notre Dame Boxing and its impact upon the Missions in Bangladesh.

Tom recently competed in the Masters Division of the Ringside Boxing World Championship and **won the title** in his age/weight class.

Throughout his crazy, eclectic, eccentric life, Tom has been anchored by his family. Now, his seven grandchildren are the centerpiece of life on his 50-acre farm/training center, Eagle Creek, outside of Columbus, Ohio.