

Memo for the Record

Organization: Youth Org.

R.M.: Nick

Prospect: Mike Jones

Other Attendees: Ron
(Board Member)

October 23, 2010 @ Youth School

This is a real call memo completed after a visiting with a top prospect. We've changed names and removed specific references. The visit was a first visit but the prospect has been predisposed to helping us. He is a qualified prospect with capacity - an entrepreneur. Strategy was to give him a tour of our site-to-be, engage him around the vision, and get numbers on the table (to frame how he can help). Important for readers/learners: we weren't going to get a lot of visits with this guy - perhaps one shot - so we prepped to make a great presentation and ask.

Discovery/Personal:

- This was Mike's first visit to our school. Conditions in school were comedic. The boilers were being worked on and sounding buzzers at full blast – there was also a lot of residue from pipe bursts and the basement was not approachable because of the noise and temp heaters.

Notes from Flow of Visit:

- We focused the bulk of our conversation in upstairs hallway (to avoid noise). Depicted illustrations and laid out the vision. Mike did not talk much in the first half of the visit.
- We really focused visit on getting Mike to buy-in / mindshare. Ron: "We need your mind/brain engaged." NJF: "If this is an entrepreneurial institute, it should be owned by entrepreneurs."
- Re: Big Thinking (on engagement tool): "That's me! I'm certainly a big thinker." [captured his engagement... will tie future strategy to thinking big.]
- "I don't know, sometimes I wonder, are we really making a difference at 5th grade?" – Ron told his story about high-schooler, and we reinforced the nature of high school programs – importance of having institute to bring them together.
- Mike referenced segments of city leadership, specific people involved with Social, Political, Institutional, + Entrepreneurs. [this bullet point illustrates HOW Mike thinks about philanthropy / city / leadership]

- After talking about FOUNDER (@\$500K+) “I tend to get an idea in my head. It’s like a seed and it grows. Civic Org fundraising started out as an idea I had for \$10,000, and by the end of the evening we had grown it to a \$300K idea.”
[Other members of the sales team would know the approach we made through this short-hand: Our funding plan was seeking three lead-gifts (we titled ‘Founders’ to help launch the Institute.)]
- The ask: Asked Mike if he would be open to exploring a conversation about being a FOUNDER (we renamed leadership to Founder for this visit and labeled it at \$500K). “I’m definitely not saying no.” [Numbers on the table - a real ask]
- Also asked to make a President’s Circle commitment ‘while we discussed possibility for Founder support’. Mike says, “That’s easy, you can count me in on that.” COMMITMENT: \$10K President’s Circle.
[President’s Circle is a program at this organization to support unbudgeted opportunities for impact in areas of timely and greatest need. Gives our president, whom people love/respect, a source of funds. Program at \$10K annual support. Strategically this is HUGE. Not only is \$10K but shows us prospect is very serious about helping. We got a commitment en route to a larger commitment]
- We did not push for mechanics on this visit – only put numbers on the table. Agreed we would sit down in two weeks to discuss the request in greater detail.
- Mike is a legit prospect. Very interested. Numbers on the table. Not a capacity issue, and should be in no rush ‘to close’. Continue to work on road map with Mike. This one’s not about the number, it’s about whether or not he feels he can really have a huge impact. [Always close out with your summary assessment of strategy.]
- Referrals: [Capture referrals]
 - “Maybe you could do a lunch and get a few entrepreneurs together, I love to do that sort of stuff.” – Mentioned Susan Stewart.
 - “Larry Wilson has been looking for something to do for two years. He needs to get off his tail. I’ll help you get to him.”

Attributable Quotes:

- Key words for Mike:
 - “entrepreneurship”
 - “speed”
 - “innovation”
 - “efficacy” [had made about 20 visits before meeting with Mike. He was first / only person to use this word. Illustrates what’s important

to him and we'll be sure to speak to this specifically in our follow-up conversations.]

- “Do you have control of all that land? You could put up apartments.”
[Captured. Illustrates where his mind connected to project. Quotes tell us - his words --- EXACTLY.]
- Re: Founder – “I would have to know more about how to use name, time, finances.”
- “Do you need the full \$5M to get going?”

Action/Follow-Up Required:

- Follow-up letter with Program Overview by email. Need to also send a hard copy WOW packet. Include PC information.
- Confirm date with Mike’s assistant for follow-up.