

10 CAMPAIGN ISSUES

A Campaign Teleseminar

Register for Ongoing Funding Support at www.forimpact.org/members

For **Impact** | THE SUDDES GROUP

All information Copyright © 2001-2008 For Impact | The Suddes Group
updated 7.27.08

1. SIMPLIFY CASE FOR SUPPORT

'ALTITUDE' **Purpose**
 Priorities
 Plan

2. FIND & TRAIN THE SALES TEAM.

3. TO MOVE FROM 'PLANNING' TO 'EXECUTION' (\$\$\$ in the Bank).

4. IDENTIFY & PRIORITIZE PROSPECTS

SOURCES

- Low-Hanging Fruit
- Referrals
- Ideal Profiles
- Magic Formula
- Target Sectors
- Women Rule

'M.P.L.'

CAPACITY & RELATIONSHIP

- Gift History
- Timing
- Philanthropy
- Gut

5. GET THE VISIT

THE LAST INVESTOR...

- PREDISPOSITION
- PARTNERS
- PERSEVERANCE

APPOINTMENT



6. OVERCOME CALL RELUCTANCE

- BELIEF IN THE CAUSE
- ARTICULATE THE MESSAGE
- QUALIFIED PROSPECTS

7. IN ORDER TO 'CLOSE'

△ **Change the way you THINK, TALK, ACT.**



OPEN!



PRESENT THE OPPORTUNITY



**MAXIMIZE THE RELATIONSHIP...
(AT THIS GIVEN MOMENT)**

8. MEASURE & MANAGE THE CAMPAIGN

ACTIVITY & PRODUCTIVITY
("Green Sheets")

HOLISTIC Management
SALES TEAM Management
PORTFOLIO Management

9. ACTIVELY ENGAGE THE BOARD & VOLUNTEER LEADERS

ROLE/RESPONSIBILITY:

1. **CHAMPION...** our **CAUSE.**
2. **INVITE...** others to get **ENGAGED.**
3. **INVEST...** with a
COMMENSURATE COMMITMENT.

10. ROLE OF PRESIDENT & SENIOR STAFF

FOCUS ON STRENGTHS!

- "MAGIC DUST"
- IMPACT (PROGRAM/DELIVERY)
- SALES

THE FOR IMPACT ROAD MAP

"Every organization is *perfectly designed* to get the results they are getting" — Tim Knight

n v. 4 6.26.08

POINT OF VIEW

~~Not For Profit~~
~~For Profit~~

FOR IMPACT

IMPACT drives INCOME

JUST ASK!!!

OLD WORDS

CHARITY
MISSION STATEMENT
SURVIVAL
INFORM
ON THE BOARD
COMPETITION
DONOR (DONATION)
"WARM FUZZIES"
TRANSACTIONS
ASK FOR MONEY

NEW WORDS

PURPOSE
MESSAGE
VISION
INVOLVE
'ON BOARD'
COLLABORATION
INVESTOR (INVESTMENT)
RETURN ON INVESTMENT
RELATIONSHIPS
PRESENT THE OPPORTUNITY

THINK BIG. BUILD SIMPLE. ACT NOW.

MAXIMIZE RELATIONSHIPS. TOP-DOWN.

97% / 3%

Lions, Mice & Antelope.



COMMIT TO SALES.

SHARE THE
STORY AND
PRESENT THE
OPPORTUNITY

PLAN

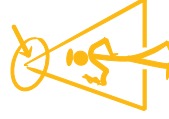
CASE FOR SUPPORT

Purpose
Priorities
Plan (Funding)

PRESENTATION DESIGN

Visit
Altitude (Flow)
Tools

QUALIFIED PROSPECTS



Master Prospect List

"Engage... Then Plan." —Andy Grove

EXECUTE

PREDISPOSE

To The Cause/Case
To The Opportunity
To The Team

PRESENT

Open
Dialogue
Present the Opportunity
(see back)

FOLLOW-UP

With Prospects
With Organization
With Yourself

Focus On Impact. Listen (Do Discovery). Be Authentic.

REMINDER: RELATIONSHIPS

- ALL ABOUT RETURN-ON-ENERGY
- TOP-DOWN FOCUS



- "SHOULDER-TO-SHOULDER"
- SUCCESS IS EQUAL TO THE # OF TIMES YOU:
 SHARE THE STORY AND PRESENT THE OPPORTUNITY

THE ONLY EVALUATION I NEED

VISITS _____

ASKS _____

PRE-VISIT CHECKLIST

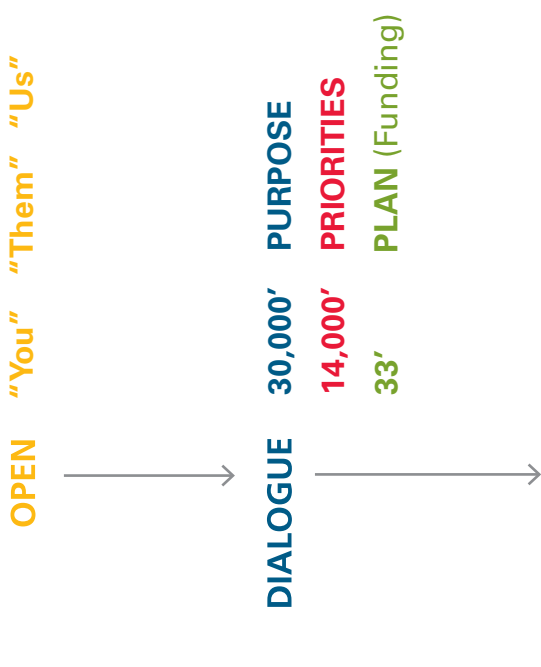
MY GOAL OF THE VISIT IS TO
GET THE PROSPECT TO SAY:

REMEMBER:

1. FOCUS ON **IMPACT**.
2. LISTEN (DO DISCOVERY).
3. BE AUTHENTIC.

JUST ASK!

PRESENTATION FLOW

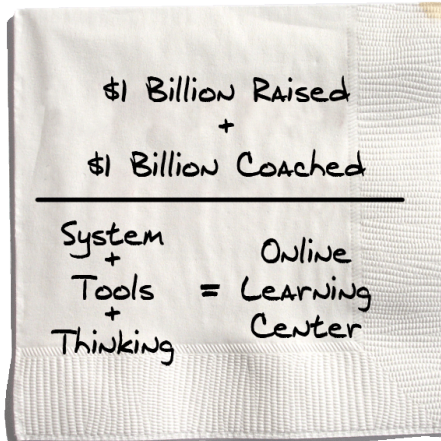


*P.S. Always ask for referrals!

“Engage... Then Plan”

Ongoing Funding Support

www.forimpact.org/members



Dear For Impact Leader:

You've heard me quote Tim Kight, "Every organization is perfectly designed to get the results it's getting." If we don't like our results, it implies we must change [the design].

For 25 years we've been helping organizations raise a lot of money. We raised \$1 Billion and in the past four years alone we've provided coaching resulting in about \$1 Billions+ In order to get these results, there was a process of redesigning.

Tom and I worked together to figure out how to communicate that change process to you. For the first time we've put the sum of that thinking in on place as a holistic resource for organizations. We calling it our **Online Learning Center** but it's really a vault which includes all our thinking, writing, videos, and examples and complete training.

We want to share the process, thinking, resources with you on a daily basis. We want to bring the focus, dedication and commitment to your team and we want to channel drive, motivation and accountability to your organization.

We've been testing this **Online Learning Center** with users for the past few months. The results and feedback have been transformational. Those that are using the membership are transforming themselves, their team (org + board) and their funding. The transformation is not in raising incrementally more money but making huge, quantum leaps in impact AND income. A start-up raising \$3M or moving an organization from \$10M in funding to \$100M!

If you don't like your results, it's time to change the design. The For Impact **Online Learning Center** is a resource to help you change the design and change your results.

Sincerely,

Nick Fellers
For Impact | The Suddes Group, President