

A NEW FUNDING MODEL AND PLAN

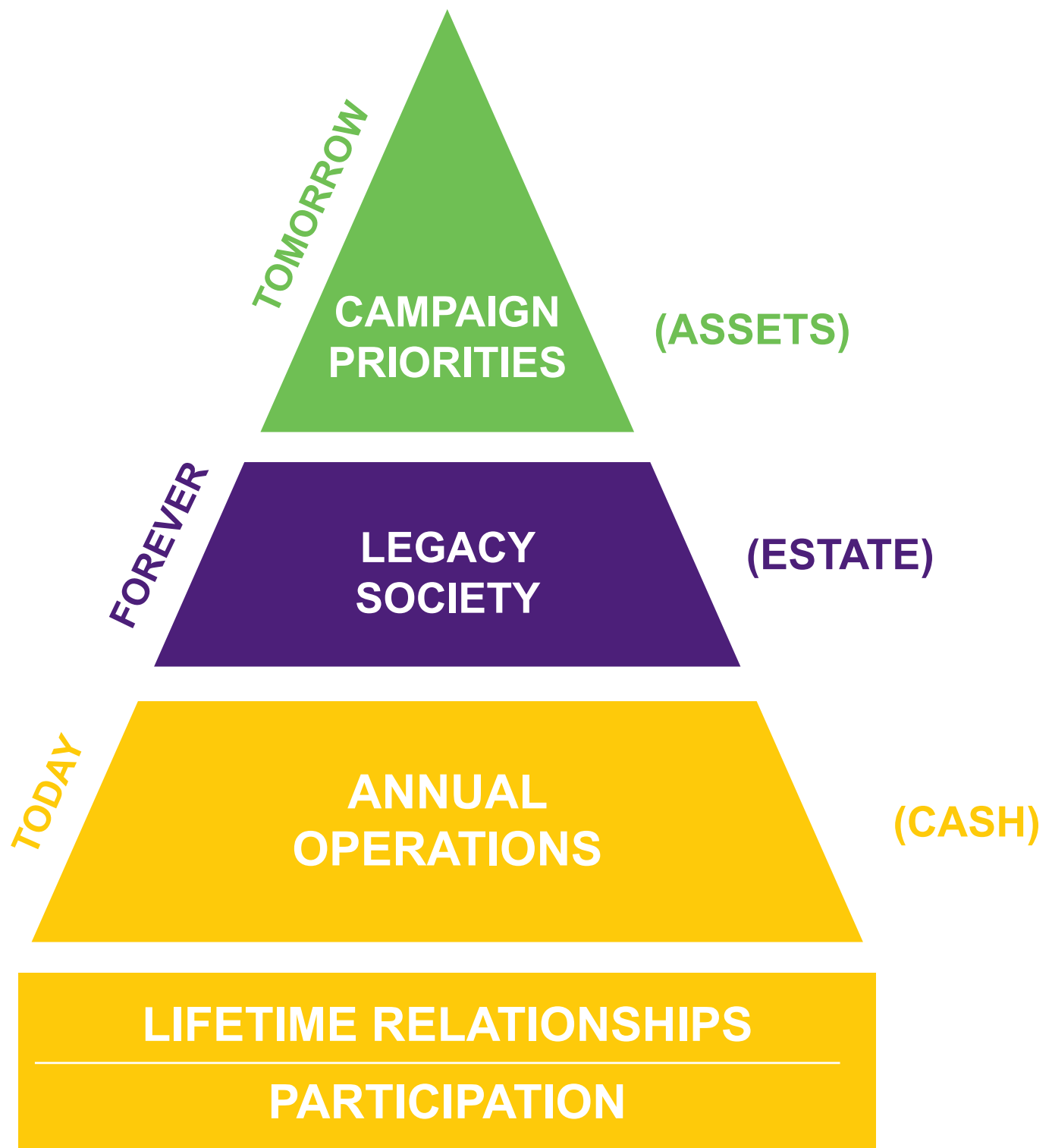
A Campaign Teleseminar

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

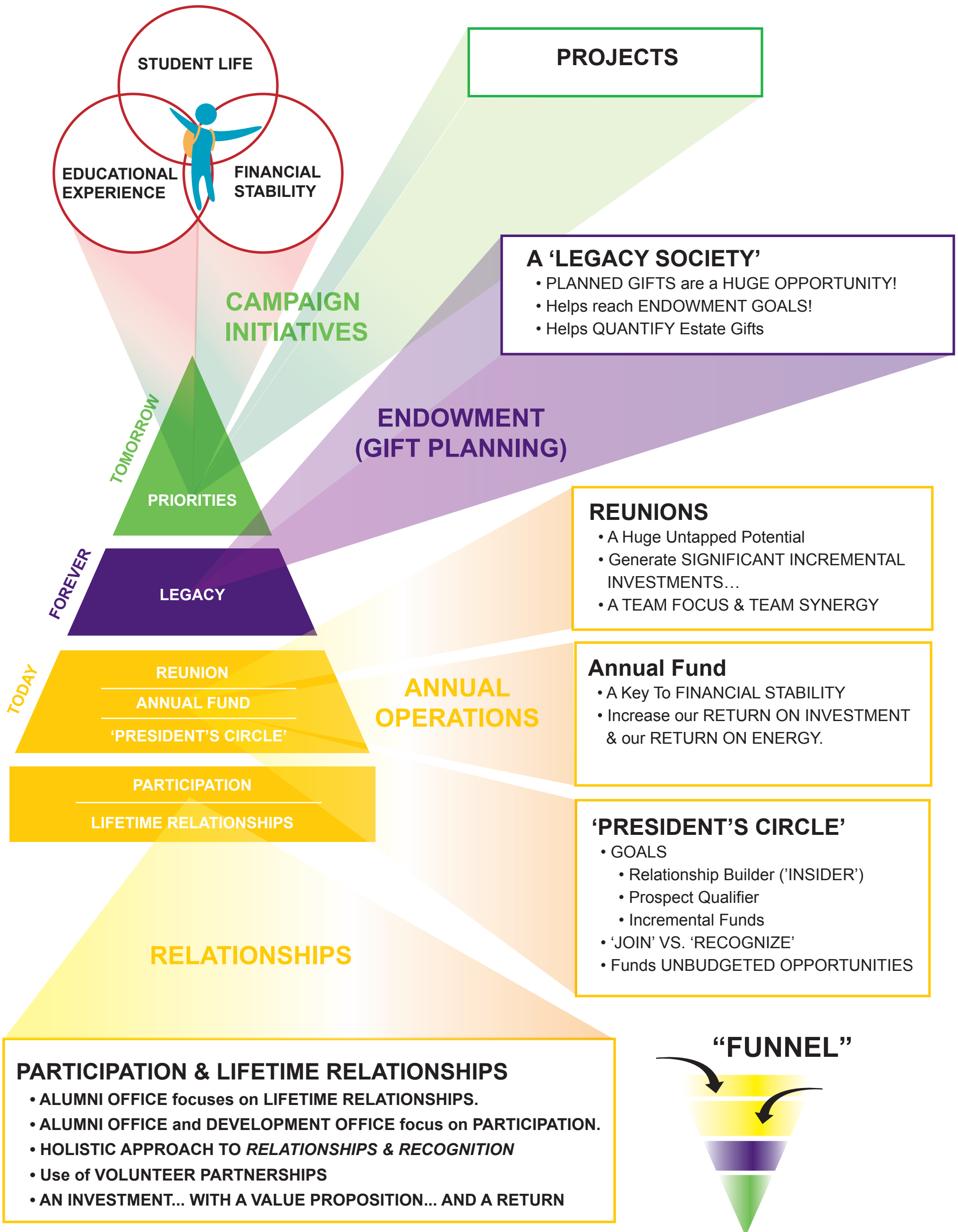
For **Impact** | THE SUDDES GROUP

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updated 7.27.08

FOR IMPACT HOLISTIC FUNDING MODEL



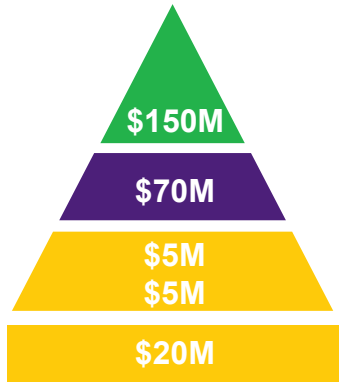
EXAMPLE FUNDING MODEL



EXAMPLE FUNDING PLAN

[DO THE MATH]

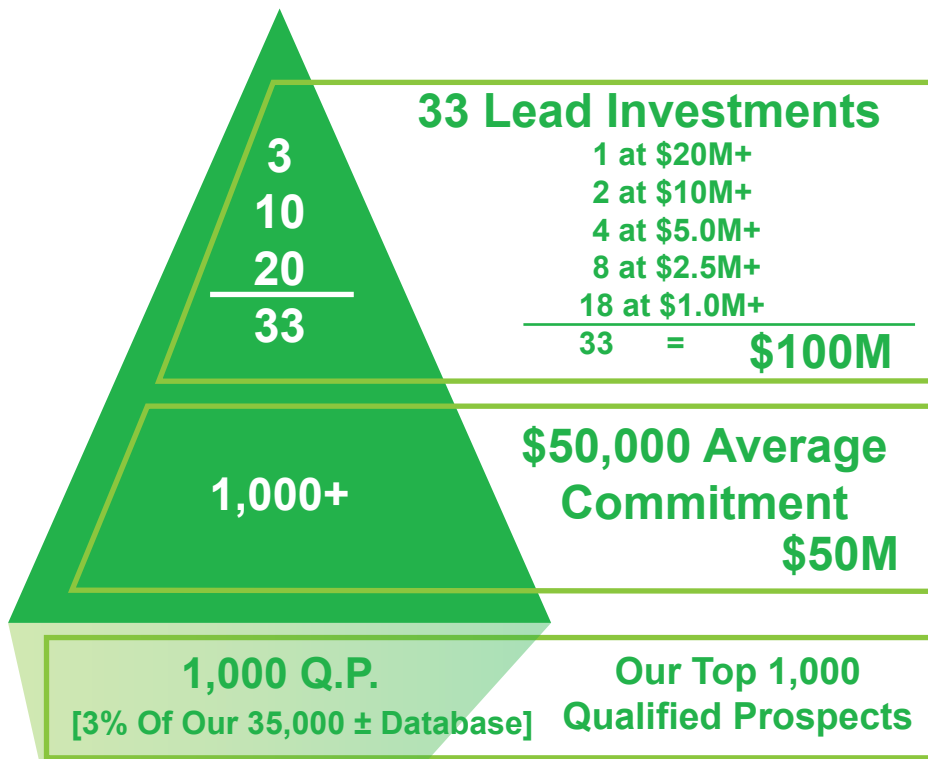
(PRELIMINARY) GOAL



\$250+ M

\$70M+ Committed To Date

CAMPAIGN INITIATIVE



OCTOBER '08 PROJECTS

• _____	\$6.0M
• _____	\$4.0M
• _____	\$6.0M
• _____	\$2.0M
_____	\$18.0M

1,000 QP

- Visit with our best 1,000 QP
- DTM:
 - e.g. 7 A.M.'s x 150 Visits
- PORTFOLIO:
 - Top 150 + Top 50 per 'GEO/city'

TOMORROW
FOREVER

PRIORITIES

LEGACY SOCIETY

- Minimum \$200,000 Planned Gift
- 300 Members = \$70M+

LEGACY

REUNION

- Focus On Increased Commitment From Top 5 Classes
- Increase Participation & Attendance

"PRESIDENT'S CIRCLE"

REUNION

ANNUAL FUND

PRESIDENT'S CIRCLE

- \$10,000 Minimum Investment
- 50 Members ('08)
- 100 Members ('09-'12)

TODAY

PARTICIPATION

LIFETIME RELATIONSHIPS

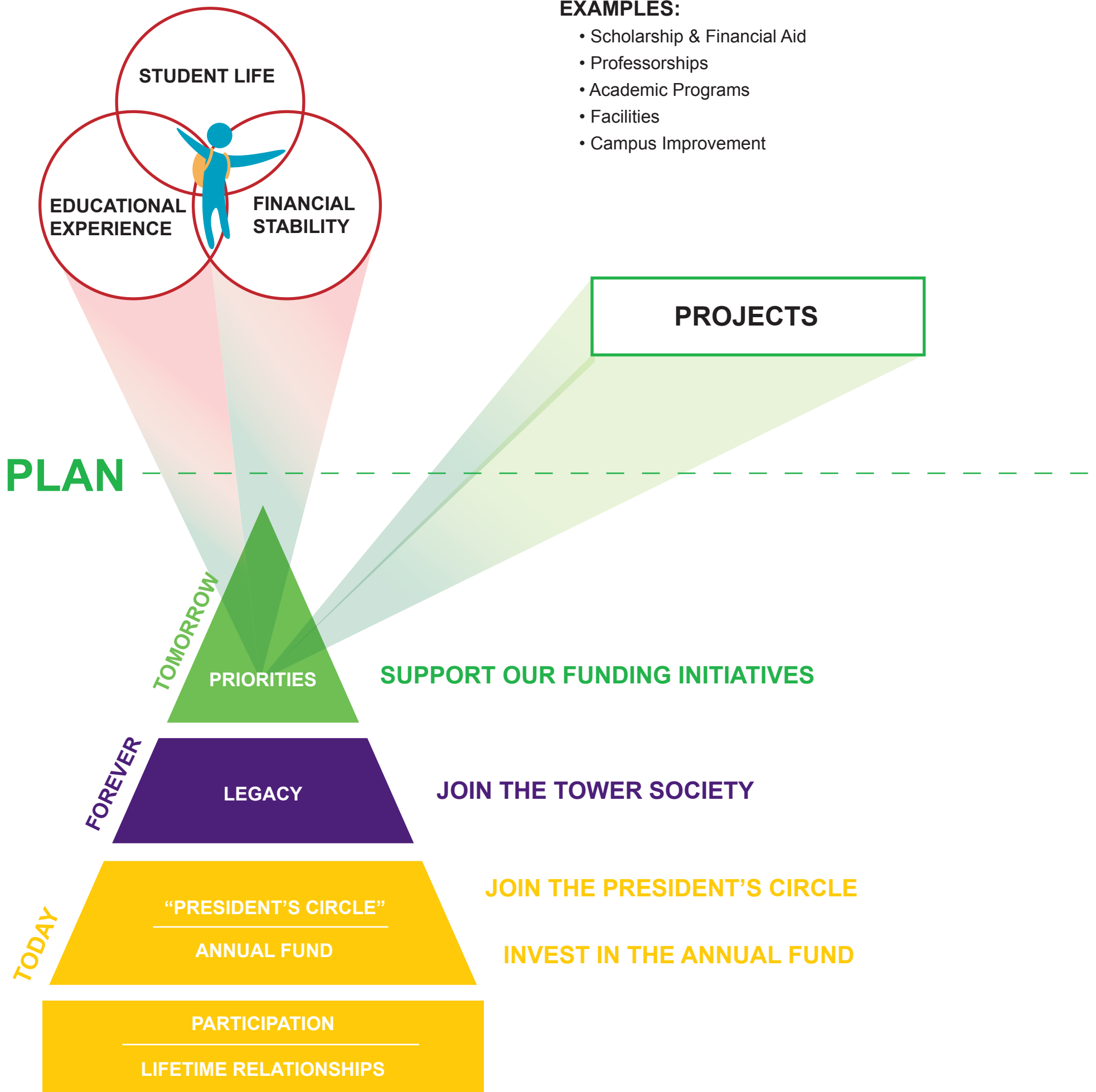
Annual Fund

- Maintain Focus On Reaching Our Annual Fund Goal
- Create A New Membership At \$1,842

"FUNNEL"



PRIORITIES



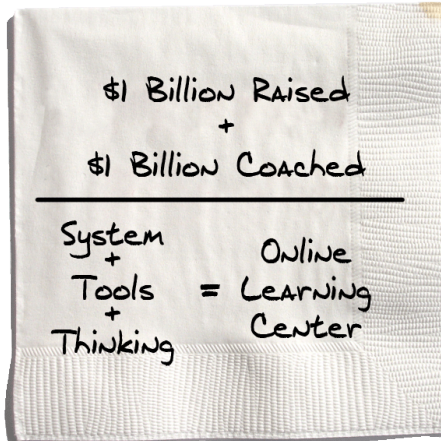
cw PT 14Aug08

How You Can Help:

1. **CHAMPION**... our **ORGANIZATION**..
2. **INVITE**... others to **ENGAGE**.
3. **INVEST**... with a **COMMENSURATE COMMITMENT**.

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