

# HOW TO FUND YOUR VISION

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## A For Impact Introductory Teleclinic

*“Every Organization is **perfectly designed** to get the results they are currently getting.”*

—Tim Kight

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Register for Ongoing Funding Support at [www.forimpact.org/members](http://www.forimpact.org/members)

For Impact | THE SUDDES GROUP

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# For Impact Point Of View

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Insight No. 1

## **CHANGE THE WAY YOU THINK**

**STOP** defining yourself in the **NEGATIVE!**



Insight No. 2

## **IMPACT DRIVES INCOME**

The size and scope of your **IMPACT** determines the size and scope of your **INCOME!**



Insight No. 3

## **JUST ASK!**

(Just don't ask for money!)

# POV Guiding Principles

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**1. Change your vocabulary.**

**2. Think BIG.**

**3. Build simple.**

**4. Act NOW.**

**5. Build Talent 'n Teams.**

**6. Focus on Relationships.**

**7. Do the Math.**

**8. Commit to Sales.**

**9. Just ASK!**

# #1 Change Your Vocabulary

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*“WORDS ARE IMPORTANT”*

—Tom Peters

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## OLD WORDS

## NEW WORDS

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NOT FOR PROFIT

FOR IMPACT

CHARITY

.....

MISSION STATEMENT

.....

SURVIVAL

.....

INFORM

.....

ON THE BOARD

.....

COMPETITION

.....

DONOR (DONATION)

.....

CAMPAIGNS

.....

“WARM FUZZIES”

.....

CULTIVATION

.....

TRANSACTIONS

.....

APPOINTMENTS

.....

ASK FOR MONEY

.....

# #3 Build Simple

Vision Card - Front



Vision Card - Back

**AMERICAN CANCER SOCIETY** *Hope. Progress. Answers.*

## vision 2015

### Distinguishing Characteristics of your American Cancer Society

- The most experienced cancer control organization in the world
- The only one operating on a community, statewide and national level
- Raised over \$2 Billion for cancer research since 1946!
- Funded 32 Nobel Laureates
- \$130 million invested in peer reviewed cancer research last year
- Largest private nonprofit source of funding for scientists studying cancer
- 2,250,000 Relay for Life participants nationwide!!!
- Open ... "24/7/365" at [www.cancer.org](http://www.cancer.org)

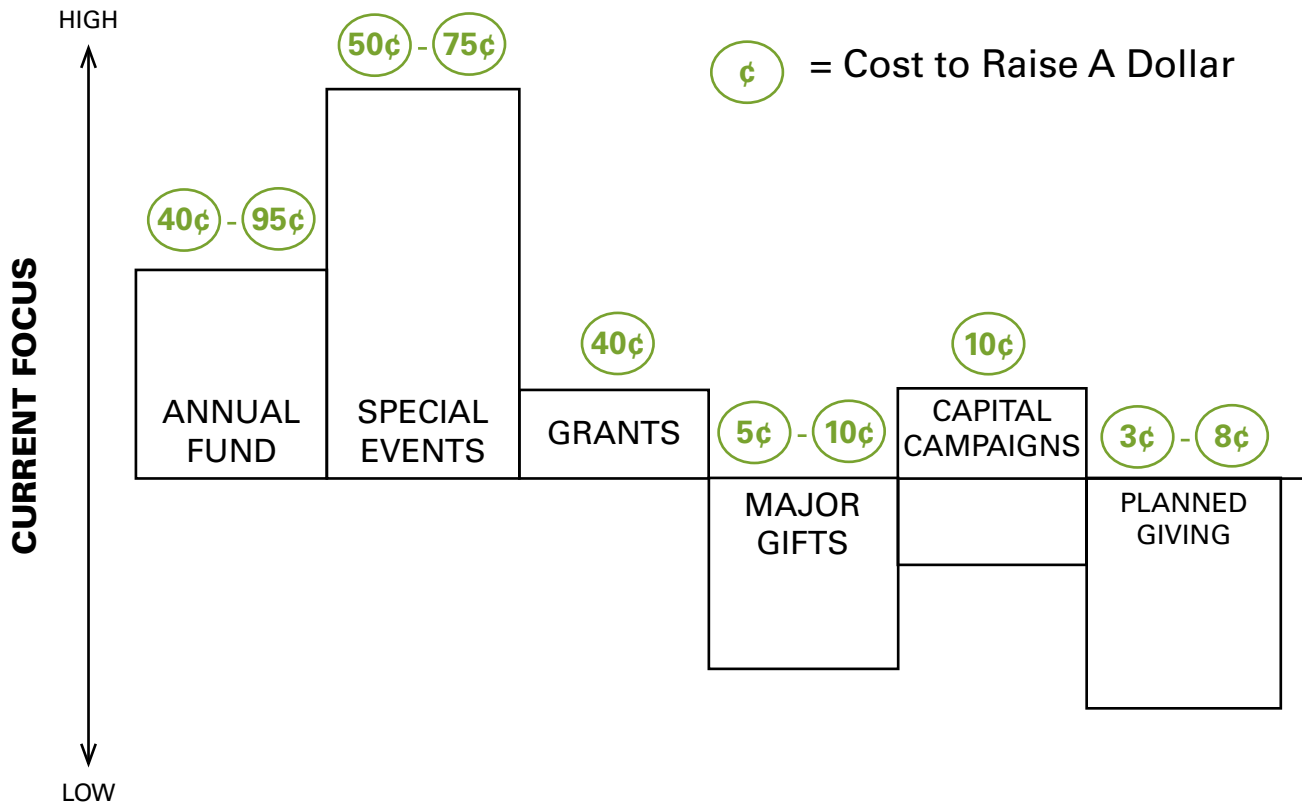
*Hope.*  
For the future.

*Progress.*  
Toward a cure.

*Answers.*  
To cancer questions and concerns.

1-800-ACS-2345 [www.cancer.org](http://www.cancer.org)

# Traditional Development Office

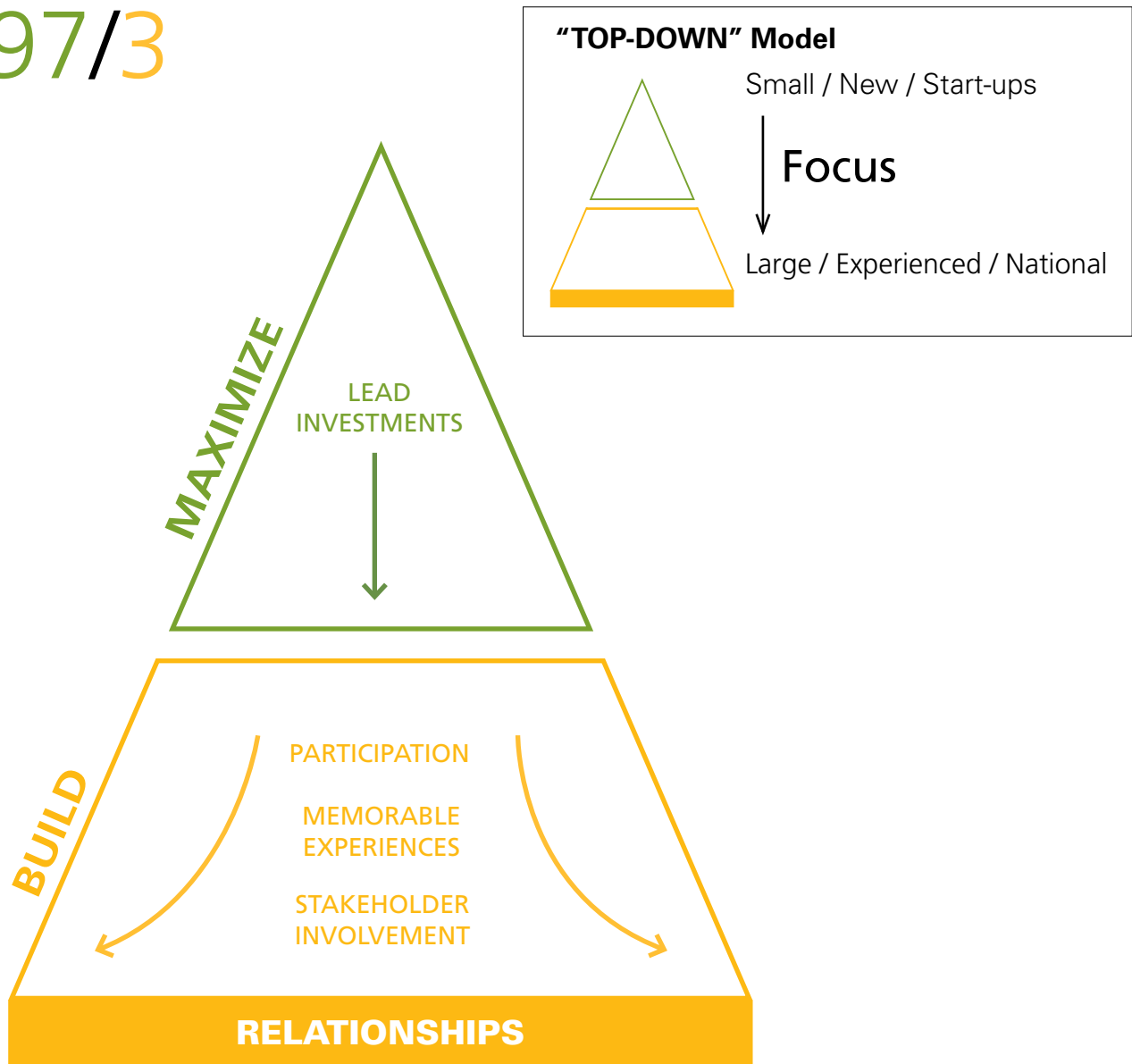


*"EVERY organization needs to ABANDON almost EVERYTHING it does."*  
 Peter Drucker

# #6 Focus On Relationships

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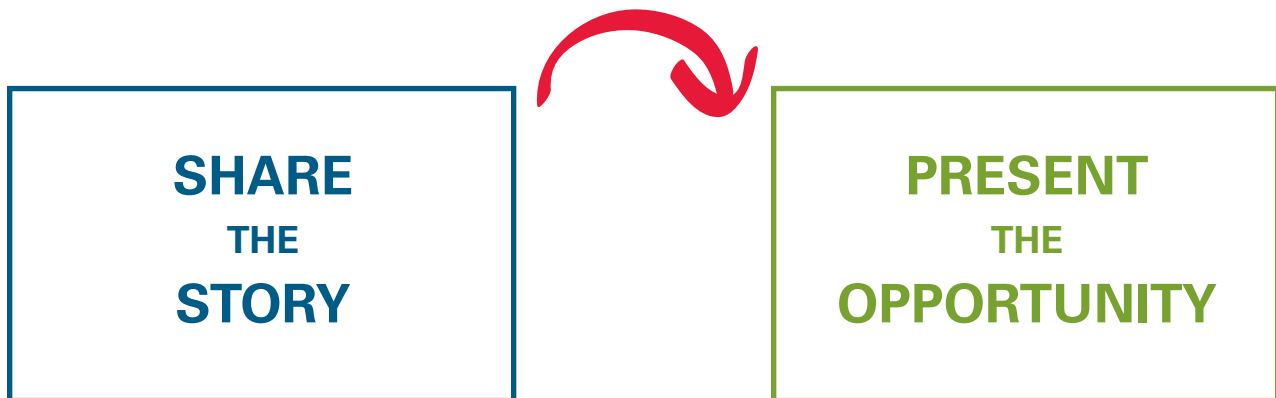
97/3



# #9 JUST ASK!

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IMPACT  INCOME



Success is directly proportional to the number of times that you

**SHARE THE STORY** and **PRESENT THE OPPORTUNITY**



# POV Implications

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*– Tim Kight*

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## OLD DESIGN

## NEW DESIGN

Feasibility Studies → **Leadership Consensus Building**

Building Campaigns/  
Capital Campaigns → **The Big Picture**

Volunteer Solicitation (Peer-to-Peer) → **Professional Presentations (Sales Team)**

Bottom - Up → **Top-Down**

Charitable Requests → **Philanthropic Partnerships**

Cultivation & Stewardship → **Maximize Relationships, NOW**

The Suddes Group has raised \$1 Billion + for organizations and through our For Impact initiative, we've helped organizations raise another \$1 Billion. Here are three ways to do more with For Impact | The Suddes Group.

### **1. Use [www.forimpact.org](http://www.forimpact.org)**

1. Participate in other teleseminars.
2. Visit DAILY for new articles and insights.
3. Get the 'best of' in our Weekly Online Wow Emails.\*

### **2. Attend Training Camp**

Our Training Camp is a funding bootcamp for social entrepreneurs.

1. Attend the 2-Day LIVE Training Camp coming to San Diego, New York City and Columbus, OH in 2009. View available dates at [www.forimpact.org/solutions](http://www.forimpact.org/solutions)
2. Get Training Camp Online

This 'on demand' version of our training is available at [www.forimpact.org/members](http://www.forimpact.org/members)

### **3. Have For Impact Come To You...**

Customized board workshops, training, strategy, campaigns and more.

To learn more, contact Nick Fellers at [nick@forimpact.org](mailto:nick@forimpact.org) or 614-352-2505



\*Teleseminar attendees get this automatically at no cost.