How To Simplify Your Message and Tell Your Story
The size and scope of your IMPACT!

determines

The size and scope of your INCOME!
WHAT IS “MESSAGE”?

90% Of Funding Challenges Come From:

1. Not asking
2. Not being with the right prospects
3. Not having the right message (which usually makes number 1 much easier and number 2 (the right prospects) much more apparent.

Definition:

That, and only that, which a prospect needs to UNDERSTAND in order to say, “I totally get it!”

Simple Message (99.99999% of the time)

- Save Lives
- Change Lives
- Impact Lives

The Challenge:

Order. Simplify. Reframe.
Altitude Helps With:

- Story Flow
- Answering the three questions of every investor?
- Engaging board, prospects AT THE HIGHEST LEVEL!
‘Mission Statement’ Vs. Message (On A Napkin)

Take The Story To 30,000'

**IT’S NOT ABOUT:**
- A Building
- Staff Salaries
- Budget
- Unrestricted Funds

**IT’S ALL ABOUT:**
- Transforming (The Community)
- Changing (The Way We Educate)
- Innovating (The Museum Experience)
- Ending (Homelessness)
Sell Your **CAUSE**

Find A Framing Device

- Metaphors: Nobel Peace Prize For Children’s Advocacy
- “Initiative.” Example... it’s not about ‘case management.’ It’s about A Healthy Families Initiative.

Make It Visual

**JUNIOR ACHIEVEMENT**

Experience Trumps Visual
Reframe Debt

Everything’s A Project

• Operations
• Staff Salaries
• Unrestricted

Rule of 3

EXAMPLES:

• Research, Education, And Service
• Campus Faculty And Students
• Google.Org
For Impact High School
The Community

Purpose

Inner City Young Men
- Meet 100% of Financial Need
- Demand Excellence

Rule of St. Benedict
- Stability
- Tradition

Transforming Lives
- Leadership
- 95% of Graduates go to College

"Whatever hurts my brother, hurts me."

Priorities

“STUDENTS”
- Tuition Aid
- Residence Life
- Counseling and Guidance

“TEACHERS”
- Core Learning Programs
- Religion
- Arts & Athletics

“LEARNING EXPERIENCE”
- Experiential Learning Trips
- Learning Environment
- Service & Outreach

Plan
How you can help... NOW:

1. CHAMPION ... Our School
2. INVITE ... others to ENGAGE
3. INVEST ... with a COMMENSURATE COMMITMENT

LEAD Investments
- “TOMORROW” $19 M
- “FOREVER” $35 M
- “TODAY” $3.5 M
- ANNUAL OPERATIONS $3 M

For Impact High School
**THE MICROFINANCE LENDING ENGINE...**
to MATCH LENDERS & BORROWERS...addressing a $40 Billion MARKET GAP.

**VISION:** To create a global community of investors...helping micro-entrepreneurs.

**Investors**
- **Market Driven Interest Rates**
- No Access

**Borrowers**
- Micro-Entrepreneurs

**GlobeFunder Live**
- MFI Partners in System
- Loans Fulfilled

**Microfinance Story**
- Grameen-Yunus-Nobel
- 25 Year: Legitimate Debt Sector
- $10 Billion Loaned to Date
- 100 Million Loans: 60-90% WOMEN
- 97% Payback

**Market (Demand) Story**
- 500 MILLION Micro-Entrepreneurs
- $50 BILLION Capital demand
- Growing at 15-30% annually
- *No existing scalable distribution model*

**6 Current MFI Partners**
- (Kenya, Mexico, Armenia, Morocco)
- Initial Demand: 3,000 Borrowers (2 Weeks)

**10,000 MFIs;**
200 Do Bulk of Lending

**Vision:**
To create a global community of investors...
helping micro-entrepreneurs.

**GlobeFunder Revenue**
- **Borrower:** Transaction Fee
- **Lender:** Broker Fee
- **GlobeFunder:** The Float

**The Opportunity**
**Beta Funding Plan**
- **16 Advisor - Investors**
- **$50,000 Investment (1 Unit)**
- **1% Equity / Ownership in GlobeFunder**
- **$800,000 Beta ‘Angel’ Funding**

**GlobeFunder Live**
- Investment: $25,000 Cash
- + 2 Years / Time / Effort

**Beta Investor Portal**
- Investment: $800,000

**Next Generation Financial Portal**
- Investment: $6,000,000

**People**
- $250,000

**Legal**
- $250,000

**Technology**
- $300,000

**People**
- $250,000

**Legal**
- $250,000

**Technology**
- $300,000

**People**
- $250,000

**Legal**
- $250,000

**Technology**
- $300,000
Head Start Funding Model And 1000 Day Funding Plan

**Today**
Programs (Annual)

<table>
<thead>
<tr>
<th>Current</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Center</td>
<td>$1.1M</td>
</tr>
<tr>
<td>Head Start</td>
<td>$2.7M</td>
</tr>
</tbody>
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*Head Start Fixed Cost Increases By $30K w/ Move.
  * $160K Rent/Utilities/Etc.
  * Minus $130K In Cost-Savings By Consolidating Three Locations

*Head Start To Receive Additional $1.6M In Annual Federal Funding ONLY IF MOVE - For Early Head Start.

**Tomorrow**
Single Site, 2x Capacity
Heart Of The Community

Goal: $7.0M
3 — 5 Yr. Commitments

- $4.00M Lead Funders
  1 @ $1.0M
  2 @ $750K
  3 @ $500K
  4 @ $250K

- $1.00M Local Economic Development
  ‘Insuring Our Future @ 5%’

- $0.75M Committed From Board+
- $0.50M Foundation Support Outside Mn
- $0.50M In-Kind
- $1.00M New Market Tax Credit

* Does Not Include Possible Federal Funding Support

**Forever**
Legacy Society/Endowment

Goal: 30 Members
Over Next 1000 Days

- “Protects Programs”
- Planned Gifts To Protect Annual Commitments
- Used To Build Endowment
- Focus On Youth Center

[DRAFT] If $6.0M raised to expand services then we leverage an additional $5.2M in government funding.
We help you tell your story and fund your vision through training, coaching and consulting based on 25+ years of experience and $1Billion+ raised. For Impact is also our message, our commitment and a movement.

To learn more about

- Speaking
- Campaign Prep
- Campaigns
- Strategic Planning / Visioning
- Message Building
- Strategic Coaching
- Major Gifts
- Board Workshops
- Custom Training

Setup a phone discussion with Nick Fellers (nick@forimpact.org or 614-352-2505).