



A Guide to the For Impact
POINT OF VIEW

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35+ Years in the Field
\$1 Billion Raised
\$1 Billion Coached
Tens of Thousands of Asks

Everything we know can be summarized
by our 3 word Point of View:

Impact Drives Income

(NOT THE OTHER WAY AROUND)

Or, even simpler...



The SIZE and SCOPE of your **IMPACT DETERMINES** the SIZE and SCOPE of your **INCOME**.

Not the other way around.

We've Raised \$2B. Trained 10,000+ Leaders. Work on multiple continents. Led over 2,000 Campaign Initiatives. Every time we receive a call for help, the challenge is expressed in terms of:

**RESOURCES.
MONEY.
INCOME.
FUNDRAISING.**



For 30 years we've brought fundraising teams and organizational cultures along with this point of view to realize,

THIS ISN'T ABOUT THE MONEY.

Or about *fundraising development, soliciting people for money, or anything else you do under the guise of "raising money."*

Focusing on the money is focusing on the wrong side of the equation! It's about what the money will DO...

The IMPACT!

Impact Demands, Drives, Determines Income.

If you can clearly, concisely and compellingly convey your purpose, you get more money. And more money equals greater impact!

Is it really this simple?

Yes.

Does this mean you're doing almost everything wrong?

Perhaps.

"If money alone can solve a problem... it's not really a problem." - Alan Weber

IT'S ALL ABOUT
YOUR IMPACT!

CONVEY YOUR
VISION, MISSION, PURPOSE...
CLEARLY, CONCISELY, COMPELLINGLY...

YOU GET
MORE MONEY!

DEMANDS,
DRIVES,
DETERMINES

IMPACT → INCOME

MORE, GREATER
IMPACT!

MORE MONEY
EQUALS

If you can convey your VISION, IMPACT or PURPOSE and do so CLEARLY, CONCISELY, COMPELLINGLY...

To someone who wants to do just that...

Then, **YOU GET MORE MONEY!!!**

Then, **MORE MONEY EQUALS MORE, GREATER IMPACT.**

If you want to significantly SCALE and GROW your INCOME then you need to convey and convince investors how the income will help you SCALE and GROW your IMPACT!

It also assumes one really important thing:

**That you're actually having
an IMPACT!**

"No Money. No Mission." - Covey

"No Mission, No Money!" - Suddes

**If you get this,
then you get that
everything needs
to CHANGE.**



Changing the story of the sector.

We are the only industry/sector which defines itself in the **NEGATIVE!**

Why??

It makes no sense. This is the equivalent of Starbucks calling themselves a 'not-tea' company, or Southwest saying "We're in the 'not-train' business."

Does anyone you know wake up in the morning and shout, "YEEHAW! We don't get to make any money today!"

Does your organization exist **to not make any money?**

Or, does it exist **to save lives, change lives and impact lives?**

No one cares how we are incorporated.

They care about the IMPACT, the CAUSE, SAVING and CHANGING LIVES.

We believe this represents a massive storytelling challenge for the sector - an entrenched THINKING challenge.

To help abandon this thinking, we must forget all of these mindsets:



**Stop defining yourself by what you're not.
Start defining yourself by what you are for:**

IMPACT!

We've been sharing and living the FOR IMPACT message for a really long time. For many years, jumping on (not standing behind) podiums around the country (literally) yelling,

"We need a NEW LANGUAGE. The LANGUAGE OF IMPACT!"

The past few years has given rise to an incredible conversation around this VOCABULARY and CHANGE.

"We become what we think about." - Earl Nightingale

What becomes of us when our entire thinking is about being a 'nonprofit'?

What if we think, instead, about CHANGING THE WORLD?

Think not and be not:

Charity, 501c3.

Tin Cups/Begging.

Not-for-profit OR for-profit.

Think and be about:

An organization that is
Changing the World.

Selling your Vision.

For Impact!

Change Your Vocabulary

~~Not For Profit~~

For Impact

~~Charity~~

Philanthropy

~~On The Board~~

On Board

~~Donor/Donation~~

Investor/Investment

~~'Warm-Fuzzies'~~

Return on Investment

~~Appointment~~

Visit

~~Ask For Money~~

Present the Opportunity

This new way of thinking demands

A SHIFT IN PERSPECTIVE

Here's one example...

A change in how we operate and fund:

**NO MORE
TRADITIONAL
FUNDRAISING.**

NO MORE:



Not-for-Profit	Begging
Fundraising	Volunteers
Strategic Plans	Silos & Boxes
Traditional Campaigns	Transactions
Tax-Exempt	Special Events
Board Meetings	Solicitation
Sustainability	Endowment
Mission Statements	Proposals
Charity	Feasibility Studies
Cultivation	Asking for Money

If you're truly driven by your **IMPACT**, then you spend your time:

TELLING YOUR STORY.

SELLING YOUR VISION.

DELIVERING YOUR SERVICES (IMPACT).

If not, you're driven by your **INCOME** and spend your time:

BEGGING FOR MONEY.

SURVIVING WITHOUT MONEY.

SOLICITING FOR MONEY.

DOING ONE MORE SPECIAL EVENT.

**"The mind, once expanded
to dimensions of larger ideas,
never returns to its original size."**

- Oliver Wendell Holmes

This shift means moving from transactions to *relationships*.

And **selling your IMPACT**.

Which requires a commitment...

COMMIT TO SALES

Nothing happens unless you're out **SELLING.**

**YOUR VISION.
YOUR IMPACT.
YOUR MESSAGE.
YOUR IDEAS.
YOUR RETURN ON INVESTMENT.**

All of you are deeply committed to your CAUSE and your ORGANIZATION.

Yet, many of you have never been **TRAINED IN SALES!***

*You're not alone. Even our business schools provide no SALES TRAINING. Yet, in the 'FOR PROFIT WORLD,' SALES drives [almost] every company. Without it, all products and services remain 'on the shelf.'

We've made a commitment to help more organizations and development professionals embrace SALES.

**"You're in SALES.
Get over it!"**

- Tom Suddes

**"Selling, at its core, is not
a business transaction.
It is first and foremost
the forging of a
human connection . "**
- Bob Burg

Sales is:

An ATTITUDE.

A CULTURE.

ALL about RELATIONSHIPS.

GOALS and a PROCESS:

A commitment to being out of the office, engaging with prospects 1:1.

And the secret to sales success???

JUST
ASK!!!

JUST ASK!

This is THE Fundraising Secret.

Please note what this does not say:

Ask...

...when timing is perfect.

...when you know exactly what to ask for.

...after you've visited with the prospect nine times.

...when you're entire board is on board.

...when those butterflies in your stomach are finally gone.

...when you have the perfect message.

...when you have the perfect materials.

Just Ask is all about **action and simplicity.**

It's **permission to move** . Nothing happens until you ask!

Until you ask, (one-on-one) the message is not personal.

Until you ask, people don't know how they can help.

Until you ask, the prospect doesn't guide you through what else is needed (from the you, from the org or from the plan) to make a commitment.

Until you ask, a prospect can't say **YES!**

Share The Story and Present the Opportunity.

With a change in perspective, Just Ask is no longer about the money. It's about *Presenting the Opportunity* to save, change and impact lives. And success is proportional to the number of times you...



In summary,

Impact Drives **EVERYTHING.**

(NOT JUST INCOME)

The origin of this phrase comes from our work in the field and sector, but it really is a universal principle.

**Impact drives Happiness.
Impact drives Meaning.
Impact drives Fulfillment.
Impact drives Engagement!**

FOR IMPACT is our MESSAGE.

FOR IMPACT is our NAME.

FOR IMPACT is our POINT OF VIEW.

FOR IMPACT is our DNA.

**FOR IMPACT reflects our
PHILOSOPHY of life and business.**

Be For Impact!