



FOR IMPACT

FUNDING BOOT CAMP

The Boot Camp is a catalytic event for organizational funding. It offers practical funding ideas from-the-field while building the foundational thinking for long-term results.

EAGLE CREEK LEADERSHIP CENTER COLUMBUS, OH

ForImpact | THE SUDDER GROUP

614.352.2505 www.forimpact.org/bootcamp

About The Suddes Group

Through the 1970's, Tom Suddes served as the director of development at the University of Notre Dame. After successfully finishing 'THE Campaign for Notre Dame' Tom left to found The Suddes Group in 1983 which ran it's first campaign for Fenwick High School, a Dominican College Prep school just outside of Chicago.

The Suddes Group quickly grew to become one of the premiere development consulting groups in the country. It was known for its no-nonsense-sales-oriented approach to fundraising and generating results where others failed. In 1997 Inc. Magazine called The Suddes Group 'The Maverick Fundraising Firm'. Over the last 25 years The Suddes Group has amassed an incredible track record:

- Successfully managing more than 300 campaign initiatives.
- Collectively raising more than \$2 Billion.
- Providing development counsel and training to more than 1000 organizations worldwide.

In 2003, The Suddes Group launched For Impact, an initiative to provide training, tools and publications around the Suddes Group's innovative processes. Hundreds of articles, seminars and frameworks can now be accessed freely at www.forimpact.org.

Currently, The Suddes Group provides services to more than 10,000 organizations through the For Impact Community. Suddes Group Partners continue to work 'in-the-field' providing strategic coaching on funding projects of all sizes in all sectors. The Suddes Group's niche continues to be projects that require change, re-design and entrepreneurial thinking to get results.

FOR IMPACT TEAM MEMBERS

- **Tom Suddes**, Founder and Visionary
- **Nick Fellers**, President of For Impact | The Suddes Group
- **Kerry Suddes**, Director of Training & For Impact Coach
- **Jim Yoder**, For Impact Partner
- **Tim Card**, For Impact Partner
- **Steve Geuther**, For Impact Partner

Over the last 25+ years The Suddes Group has raised more than \$2Billion. Through the For Impact Boot Camp we help you leverage this experience by sharing our frameworks, tools and approach.

BOOT CAMP OVERVIEW

At our Funding Boot Camp you'll spend two days exploring the For Impact point of view and learning how to apply it to your work. We'll cover topics such as:

- How to strengthen and simplify your message
- How to create a funding plan
- How to identify prospects and get visits
- How to work with your Board
- How to make a \$1 million presentation

Through small and large group activities, lessons, and role playing, you'll try your hand at putting it all into practice. And at the end of Day Two, you'll have a road map to follow that you can act on immediately.

DETAILS AND REGISTRATION

Investment:

- Early Bird: \$845/attendee (before May 15)
- Full Price Registration: \$895/attendee
- Alumni Organizations: \$795/attendee

To Register:

- Online at forimpact.org/bootcamp
- Or, contact Kerry Suddes.
(Kerry@forimpact.org / 614.554.7525)
- Contact Kerry for Alumni discount code

Space is limited for each session. Register early.

WHO SHOULD ATTEND

We recommend attending as a team including representation from your development team, senior staff and volunteer leadership/board. Attending organizations are HIGHLY encouraged to attend with at least one board member.

DATES

June 22-23, 2010

Day 1: 8:30 AM–5:00 PM

Day 2: 8:30 AM–2:00 PM

We are happy to provide a light breakfast and full lunch on both days. Please notify us upon your registration of any food allergies or if you are a vegetarian.

LOCATION

Eagle Creek Leadership Center
6665 Eagle Creek Lane
Ostrander, OH 43061
P. (614) 352-2505
Lodging is off site (see page 7)

The Impact Of Our Funding Boot Camp

TAKEAWAYS:

Solutions To Your Funding Challenges

- The motivation to think bigger
- Ways to implement the For Impact Point of View
- Guidelines for engaging your board and your entire team

Clarity and Focus

- A sales process to follow
- A simplified funding plan
- A clear and compelling message

A Plan To Act Now

- Confidence to ask for \$1 million
- Ways to raise \$100,000 in 100 days
- A framework for maximizing your return on energy
- By focusing on relationships instead of transactions
- By becoming sales-driven rather than marketing-driven
- Through a holistic development operation

MORE TAKEAWAYS:

'How to' major gifts / sales skills

- How to identify prospects
- How to get a visit
- How to listen aggressively
- How to control message on a visit
- How to work with objections
- How to feel like you're not just 'asking for money'
- How to close
- How to maximize each prospect relationship
- How to follow-up

Whether this is your first boot camp or a refresher, you'll also take away:

- Great sales training
- Simple yet powerful presentation tools
- A guide to show you how to navigate a successful sales visit.

AND THE ULTIMATE IMPACT OF OUR BOOT CAMP:

"I went through an incredible paradigm shift at the camp. Afterward, I presented a prospect with the opportunity to invest \$1 Million. She said yes!!"

—Susan Jameson, Founder
Humanity In Concert, New York City

LODGING*For Impact Preferred Hotel:*

Chase Suites
4130 Tuller Rd
Dublin, OH 43017
614.766.7762

Toll Free: 888.433.9408
www.chasehoteldublin.com

**Reservations required.
Mention The Suddes Group
for discount.**

For Impact Preferred Hotel:

Holiday Inn Express – Dublin
5500 Tuttle Crossing Blvd
Dublin, OH 43016
614.793.5500

www.hiexpress.com/dublinoh

Courtyard by Marriott

5175 Post Rd.
Dublin, OH 43017
1.800.321.2211

Embassy Suites Hotels

5100 Upper Metro
Dublin, OH 43017
614.790.9000

Hampton Inn

3920 Tuller Road
Dublin, OH 43017
614.889.0573

Hilton Garden Inn

500 Metro Place North
Dublin, OH 43017
(614) 766-9900

Quality Inn & Suites

3950 Tuller Road
Dublin, OH 43017
614.764.0770

Red Roof Inn, Dublin

5125 Post Road,
Dublin, OH 43017
614.764.3993

Welcome Home Inn

6640 Home Road
Delaware, OH 43015
740.881.6588

FLIGHTS

Fly into Port Columbus International Airport (CMH).

Rental cars are advised. The For Impact Leadership Center is 40 minutes northwest of the Columbus airport. The recommended hotels are approx 30 minutes from the airport.

Plan on arriving in Columbus before your Training Camp begins. You will be able to make return flights for anytime after 4:30 pm ET on the second day of training.

FOOD

Your training registration includes a light breakfast and lunch for both days. Please notify us upon your registration of any food allergies or if you are a vegetarian.

"I know all about tight budgets... this needs to be a top priority. I have attended several trainings. This was the only one that made a difference to my bottom line. We used to raise about \$200,000 per year and **WE'VE ALREADY RAISED \$800K IN THREE MONTHS COMING OUT OF THE TRAINING.**" Jennifer Wojcikowski. CampanaAcademy "We have **TRANSFORMED AN ORGANIZATION** that functioned on a \$200,000 budget into one that will realized over a million dollars before the end of our fiscal year. I love it and my Board loves it. Now more than ever organizations need this!" Rusty Stachlewitz. The Lawn Institute "If you want to put your worries behind you, get to the camp. I would guarantee you that you'll make up the spare change it costs to get there. **PUT IT ON THE CREDIT CARD, SELL YOUR COMPUTER, DO WHATEVER YOU NEED TO GET THERE...** I assure you it will be worth it." Jack K. Youth Venture, Seattle "Yesterday the DOW dropped 400 and we closed a \$400,000 gift. This is ten times bigger than any gift we have ever received. It's a direct result of the boot camp!" Peter Schrappen. Washington Health Foundation "I almost made the mistake of putting off boot camp... that would've been a disaster." Mike Del Ponte "Boot camp is so fundamental it is frightening... the 'in your face' reality check really provided a motivational turning point for me...." Patrick Grace. Catholic Foundation of Cleveland "Your training has had a **GREAT RETURN-ON-INVESTMENT.** We made a big leap in our fundraising after being with you. I can say we've raised at least \$750,000 as a direct result of what you've taught us. I'm sending our entire team to your training camps this year... looking forward to many more successes." Scott Morgan, Founder. Education Pioneers "We were bumbling, fumbling, and stumbling through the best practices and methods of nonprofit 'experts.' For Impact's sage advice was amazing... Without a doubt, the minute we met up with For Impact was the minute **OUR VISION BECAME A REALITY...** our funding has gone through the roof." David Rivera, Founder. Nativity Prep School, San Diego, CA "What struck me was the **EMPHASIS NOT ON THE FUNDRAISING, BUT ON OUR IMPACT** on the community." Cathie John, Board Member. Care and Share Food Banks, Colorado Springs, CO "The best part of the For Impact message is that it's so simple it's almost embarrassing to have to pay for it—but it has **PAID US BACK 1000 TIMES OVER.**" Mary McDonald, Executive Director. Care and Share Food Bank, Colorado Springs, CO. "We were able to secure a seven and an **EIGHT FIGURE GIFT** - the largest in the Center's history from an individual... In a nutshell, the For Impact team's message and style is motivational. They **CUT THROUGH THE NOISE AND GETS RESULTS.**" Nancy Greenwood Veers, Sr. Director, Principal and Major Gifts. Fred Hutchinson Cancer Research Center, Seattle, WA "The For Impact training led us to a **WHOLE NEW LEVEL OF FUNDRAISING CAPABILITIES.**" Patty Williams, Executive Director. Living Skills Center, California "Your two-day training is the **BEST SALES TRAINING I HAVE EVER ATTENDED.**" Marissa Brooke Sanchez, Senior Relationship Officer. St. Pius X High School, Albuquerque, NM "**PEOPLE ARE NOW SAYING, 'THAT'S EXCITING!** Count me in. I'd love to get involved." Ben Myers, Camp Manager. Arrowhead Ministries, New York "A career highlight... **SIMPLY BRILLIANT!**" Jeff Davis, COO American Cancer Society. Ohio Division "We have raised an additional \$262,000. We are delighted with the results and the **BOARD CONTINUES TO BE QUITE ENERGIZED** with the process..." Simone Campbell, SSS, Executive Director Network. Washington DC "Please tell others about our success. I believe in For Impact and your **SALES PROCESS...** it works." Judith Yevick, Board Member. Animal Refuge Center, Ft. Myers, FL "The training had **TANGIBLE RESULTS.** Right away we generated \$90,000." Kelly Cody-Grimm, Development Director. Global Health Action, Atlanta, Georgia. "As **TRUE ENTREPRENEURS,** you helped us to go a different direction. **JOINING UP WITH FOR IMPACT WAS THE BEST DECISION WE EVER MADE.** You helped us become something much more dramatic and different." Jim Mahoney, Executive Director. Battelle for Kids, Columbus, OH "I attended the Fundraising School. That was boring and academic. This is totally different. It is **CHARGED WITH ENERGY AND COMPLETELY PRACTICAL.**" Sherry Smith, Major Gifts Officer. St. Louis Children's Hospital Foundation "To sum up the boot camp, I would say, **'IT ROCKS! IT'S REVOLUTIONARY!** It's right on the money!' It's been very exciting to see that we can do something NEW and get NEW results." Sarah Cherne, Executive Director. American Red Cross, Great Bay Region "For Impact brings you back to common sense principals and then gives you actual tactical skills to lay it out in an effective way. They move beyond the process of 'what to' to 'how to.' That is the **SIGNIFICANT DIFFERENTIATOR WITH THIS ORGANIZATION. WITHIN DAYS OF THE TRAINING WE HAD GENERATED \$80,000!**" Dave Meurer, Board Member. St. Pius High School, Albuquerque, NM