

▶ ForImpact | THE SUDDER GROUP ◀

# FOR IMPACT BOOT CAMP

THE FUNDING BOOTCAMP  
FOR SOCIAL ENTREPRENEURS &  
NONPROFIT ORGANIZATIONS

- ▶ TRANSFORM YOUR ORGANIZATION WITH FOR IMPACT
- ▶ BUILD A PRACTICAL PLAN TO FUND YOUR VISION
- ▶ \$695/ATTENDEE, 100% GUARANTEED

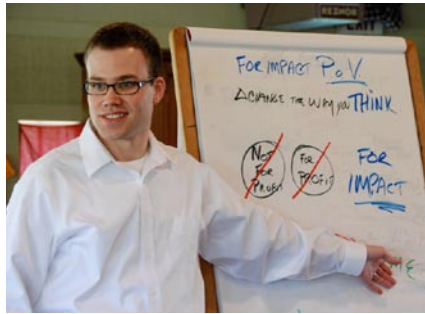
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**SAN DIEGO, CALIFORNIA**

**JANUARY 15-16, 2009**

ForImpact | THE SUDDER GROUP

614.352.2505 [www.forimpact.org/bootcamp](http://www.forimpact.org/bootcamp)



## ABOUT

At For Impact | The Suddes Group, we show people how to raise money. We provide training and coaching to non-profit leaders and entrepreneurial thinkers of all shapes and sizes. Our message and approach are based on helping you fund your vision by focusing on relationships.

## BACKGROUND

Tom Suddes founded The Suddes Group in 1983 after serving Notre Dame for seven years as director of development. The Suddes Group quickly grew to become the premier campaign consulting firm, successfully running more than 300 campaigns in the 1980's and 90's.

In 1993, The Suddes Group developed a 50-acre leadership and training center in Columbus, Ohio. The Eagle Creek Learning Center became a place for us to train and coach non-profit leaders – sharing practices and lessons from the field. Soon, we became widely known for our no-nonsense, relationship-oriented approach. For 15 years, non-profit and for-profit leaders alike have traveled to Eagle Creek to solve their funding challenges, to develop their professional skills, and to build the capacity of their organizations.

## THE FOR IMPACT INITIATIVE

In 2001, The Suddes Group launched For Impact, an initiative to share our teaching and training efforts through the web, published works, and seminars around the world.

Today, For Impact | The Suddes Group continues to offer training and strategic coaching that challenges traditional approaches to both organizational and income development, including:

- Strategic Action Planning / Visioning
- Major Gifts Initiatives
- Campaign Initiatives

Last year more than 200 organizations made the pilgrimage to Eagle Creek for capacity building, professional development, and solutions to their funding challenges. Thousands more took part in our trainings throughout the United States and internationally including:

- The International Baccalaureate Organization
- Colorado College
- Fred Hutchinson Cancer Research Center
- The American Cancer Society
- The American Red Cross
- Numerous Catholic High Schools
- Numerous College Access Program

This year, in addition to our schedule of sessions at Eagle Creek, we will take our bootcamp on the road with stops in both San Diego and New York City to accommodate to the great demand.

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## HOW THE FOR IMPACT APPROACH IS DIFFERENT

Most fundraising is focused on getting donations. We believe it should be focused on getting investments. We've found that when you do the math, most of your income comes from a small percentage of your donor family. At For Impact, we show you how to spend your effort and energy where they will pay off the most – developing relationships with the people who will help you fund your vision. If you are open to changing the way you do business, we believe you will have success with this approach.

We do not preach theory. We are in the field – every day – and our methods have evolved from field experience. Our trainers and coaches continue to practice in the field on a regular basis, a practice that keeps our training rooted in real experience. For Impact's founders, Tom Suddes and Nick Fellers, are both serial entrepreneurs with extensive non-profit experience. In addition, we draw from the lessons of great thinkers, such as Tom Peters, Jim Collins and Jim Loehr, to enhance our own learning and teaching efforts.

*“I attended the Fundraising School. That was boring and academic. This was totally different. It was **charged with energy and completely practical.**”*

— Sherry Smith, Major Gifts Officer. St. Louis Children's Hospital - St. Louis

### BOOTCAMP OVERVIEW

At our Funding Bootcamp at Eagle Creek, 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.

### INVESTMENT

\$695/attendee

### TO REGISTER

Online: [www.forimpact.org/training](http://www.forimpact.org/training) or contact Kerry Suddes. [Kerry@forimpact.org](mailto:Kerry@forimpact.org) / 614.554.7525

**Space is limited for each session. Register early.**

### DATES

January 15-16, 2009

Day 1: 8:30 AM–5:30 PM

Day 2: 8:30 AM–2:00 PM

A light breakfast and full lunch is provided both days. Please notify us of any food allergies or if you are a vegetarian upon your registration.

### LOCATION

The University of San Diego

5998 Alcalá Park

San Diego, CA 92110

Manchester Conference Center

Directions to Campus and a Campus Map can be found at <http://www.sandiego.edu/about/directions/>

## 100% GUARANTEE

If you're not fully satisfied or if you don't think you got the promised value, we'll refund 100% of your investment. You still get to keep all the ideas, materials, and "stuff" we created with you.

## The Impact Of Our Bootcamp

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### YOU'LL DEVELOP:

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

### YOU CAN BUILD YOUR CAPACITY:

- By focusing on relationships instead of transactions
- By becoming sales-driven rather than marketing-driven
- Through a holistic development operation

Whether this is your first bootcamp 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.

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### AND THE ULTIMATE IMPACT OF OUR TRAINING 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

## *For Impact Team*

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### **NICK FELLERS**

The president of For Impact | The Suddes Group, Nick Fellers is the leader of The Suddes Group's field efforts, helping people raise money every single day. Nick knows 100 organizations very in depth, makes visits on their behalf and helps them meet and often exceed their fundraising goals. Consumed with strategizing, coaching, and training, he is committed to success on every campaign. "Nick has thirty years' worth of experience packed into seven." Tom Suddes says. "He not only gets it, he brings his own genius to it."

A born entrepreneur, Nick started networking business while a student at Notre Dame. The experience taught him the power of scaled impact—what can happen when you share a system on a huge scale and the impact it can have on people's lives. Nick was the driving force behind For Impact, believing he and Tom could help countless organizations rather than just one at a time. Co-developing For Impact's training modules, Nick runs workshops at Eagle Creek as well as locations across the country.

### **KERRY SUDDES**

Since 1993, Kerry Suddes has been a unique voice in the world of Team Building and Training by taking the typical "Kumbaya Experience" and making it specific and relevant to the people, teams and companies involved.

She has built and facilitated World Class Team programs for thousands, including dozens of Fortune 500 companies such as General Motors, JP Morgan Chase, Nationwide Insurance, Medtronic, Merck, KeyCorp and Sherwin-Williams. Kerry has also created and led programs for numerous non-profits including The American Cancer Society, The American Lung Association and several private schools and social service agencies.

As part of the For Impact team, Kerry oversees the production of every training experience. At the For Impact BootCamp Kerry leads attendees through experiential learning activities to accelerate the learning process and help them raise millions of dollars.

Kerry completed her degree in Speech Communications and Leadership Studies at the University of San Diego.

"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 ForImpact 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 ForImpact 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 ForImpact 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 ForImpact training led us to a **WHOLE NEW LEVEL OF FUNDRAISING CAPABILITIES.**" PattyWilliams, Executive Director. LivingSkillsCenter, 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 ForImpact 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 "ForImpact 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

### FLIGHTS

Fly into San Diego International Airport (SAN). The Training will be held approximately 10 minutes North of the San Diego airport. Plan to arrive in San Diego the evening before training camps begin. Attendees will be able to make return flights for anytime after 3:30 pm PST on the second day of training.

### RECOMMENDED LODGING

There are over 30 hotels within a 2 mile radius of the University of San Diego Campus. Other options for lodging would be downtown San Diego, Mission Beach, Pacific Beach or LaJolla. Nearby hotels include:

#### **Doubletree Hotel San Diego - Mission Valley**

7450 Hazard Center Drive,  
San Diego, California, United States 92108  
Tel: 1-619-297-5466  
Fax: 1-619-297-5499

#### **Holiday Inn San Diego - Mission Valley**

3805 Murphy Canyon Road.  
San Diego, CA 92123 USA  
Hotel Front Desk: 1-858-278-9300 |  
Hotel Fax: 1-858-277-3442

#### **San Diego Marriott - Mission Valley**

8757 Rio San Diego Drive,  
San Diego, California 92108 USA  
Phone: 1-619-692-3800

#### **Bahia Resort Hotel**

998 West Mission Bay Drive  
San Diego, CA 92109  
(858) 488-055

### LOCATION

The University of San Diego  
5998 Alcalá Park  
San Diego, CA 92110  
Manchester Conference Center

Directions to Campus and a  
Campus Map can be found at  
<http://www.sandiego.edu/about/directions/>

### RENTAL CARS

Rental Cars are advised.

### PARKING

Attendees will need to park at the West Parking Structure after getting a permit at the parking kiosk. You can either make a short walk across campus or take the USD Tram service to the Manchester Conference Center.

### DRESS

Casual dress is appropriate for both days of training. We will be working hard, so COMFORT is key!

### MEALS

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