

THE FOR IMPACT

(ugh! NOT a 'workshop!')

FUNDING WORKSHOP

TRANSFORMATIONAL EXPERIENCE!

“ The Suddes Group has been *re-designing* organizations for **over 25 years**. Now, through the For Impact Funding Experience, they share the successful and innovative ideas that have generated **over \$2 Billion...** ”

EXPERIENCE OVERVIEW

The Workshop is a capstone to the For Impact Weekly Online Wow e-mails and blog insights. Billed as a Transformational Experience, we've simplified the biggest and boldest ideas to present in 3.5 hrs including

- How to communicate your story and message
- Ways to leverage the board and champion support
- How to build a funding plan *game changing!*
- Ideas for Transformational Gifts
- How to generate more (qualified) prospect names
- The most recent For Impact funding innovations
- **Bonus: A simple plan to generate \$100K in 100 day**

message: A LOT of INCOME!

DETAILS AND REGISTRATION

- Investment is \$145/attendee.
- Go online to: www.forimpact.org/experience/
- Or contact Kerry Suddes:
(kerry@forimpact.org | 614-554-7525)

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.

DESTINATION: PHOENIX

Tempe Center for the Arts
700 W. Rio Salado Parkway
Tempe, AZ 85281

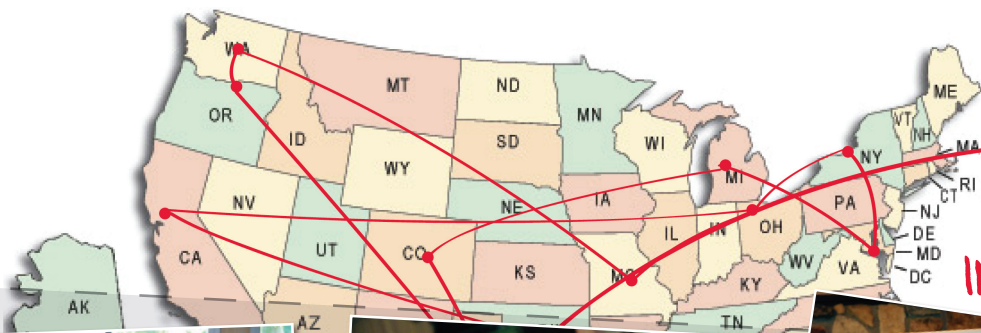
Thursday, March 10th, 2011

- 8:00 - 8:30 Networking
- 8:00 - Noon Experience

The For Impact Experience in Phoenix is made possible with help from our local partner, The Alliance of Arizona Nonprofits.



Enhancing the well-being of all people and communities in Arizona



INTERNATIONAL TOUR!



ABOUT THE SUDESSES 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

FOR IMPACT COMMUNITY FEEDBACK

"I know all about tight budgets... this needs to be a top priority. I have attended several programs. 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 WORKSHOP.**" 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 workshop. 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 "The workshop 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. "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 ForImpact 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!** "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