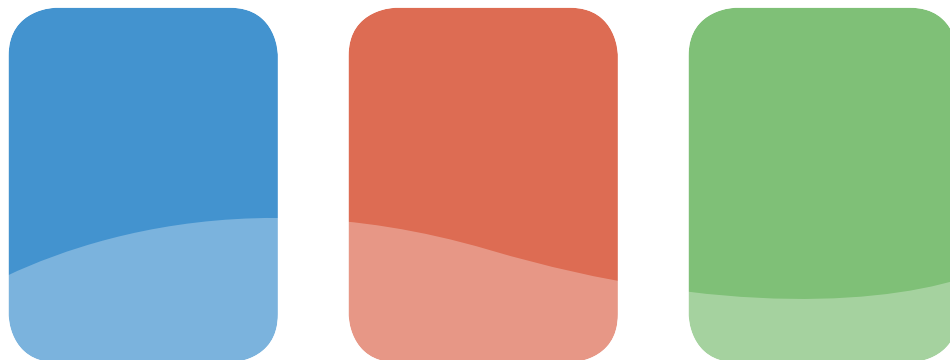


11 | 14 | 07



CASTING AND FUNDING A VISION

A FOR IMPACT INTRODUCTORY TELESEMINAR

ForImpact | THE SUDDES GROUP

Nick Fellers

For Impact | The Suddes Group

P. (866) 663-7049

Email questions/comments to nfellers@forimpact.org

For Impact point of view:



Napkin #1



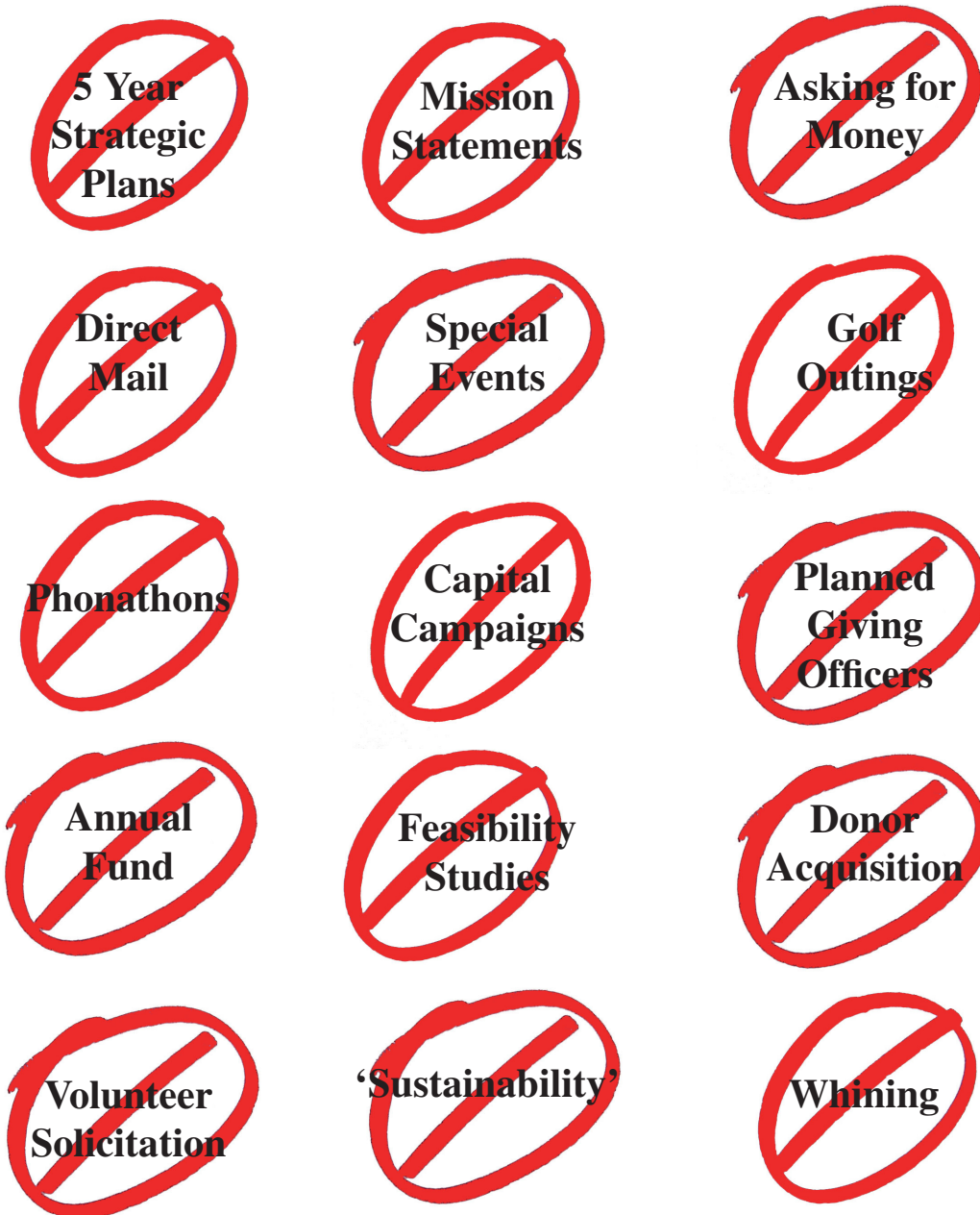
Napkin #2



Napkin #3

Abandon ...

"EVERY organization needs to ABANDON almost EVERYTHING it does."
Peter Drucker



Nine Guiding Principles

1. Change your vocabulary

2. Think BIG

3. Build simple.

4. Act NOW

5. Build Talent 'n Teams

6. Focus on Relationships

7. Do the Math

8. Commit to Sales

9. Just ASK

Guiding Principle #1:

Change your Vocabulary

“OLD WORDS”

Not for Profit

Charity

Mission Statement

Survival

Inform

On the Board

Competition

Donor (Donation)

“Warm Fuzzies”

Transactions

Ask for Money

“NEW WORDS”

For Impact

About: *Change your Vocabulary* is the first guiding principle of the For Impact philosophy; a framework to help you change the way you think, change the way you operate and change the way you fund your vision. For more visit www.forimpact.org.

Simplify ... your message.

Vision Card - Front



Vision Card - Back

The back of the vision card features the American Cancer Society logo and tagline in the top left. The title "vision 2015" is in blue. The main content is divided into two sections. The left section, titled "Distinguishing Characteristics of your American Cancer Society", contains a bulleted list of facts. The right section contains the words "Hope.", "Progress.", and "Answers." in a blue script font, followed by their respective descriptions in a blue sans-serif font. At the bottom right, the phone number "1-800-ACS-2345" and website "www.cancer.org" are listed in red.

AMERICAN CANCER SOCIETY Hope. Progress. Answers.

vision 2015

Distinguishing Characteristics of your American Cancer Society

- The most experienced cancer control organization in the world
- The only one operating on a community, statewide and national level
- Raised over \$2 Billion for cancer research since 1946!
- Funded 32 Nobel Laureates
- \$130 million invested in peer reviewed cancer research last year
- Largest private nonprofit source of funding for scientists studying cancer
- 2,250,000 Relay for Life participants nationwide!!!
- Open ... "24/7/365" at www.cancer.org

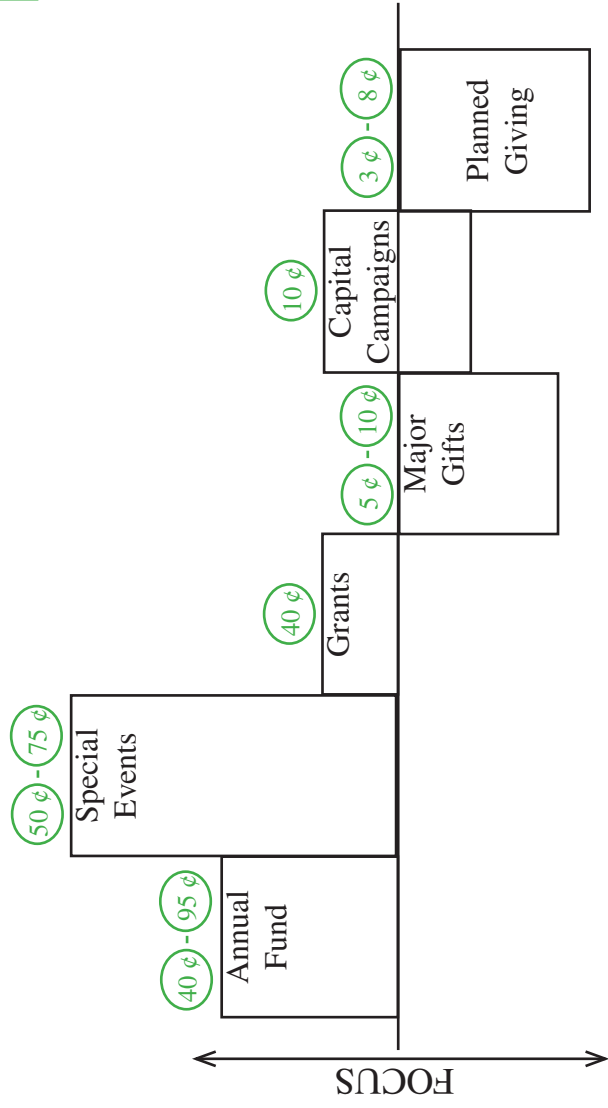
Hope.
For the future.

Progress.
Toward a cure.

Answers.
To cancer questions and concerns.

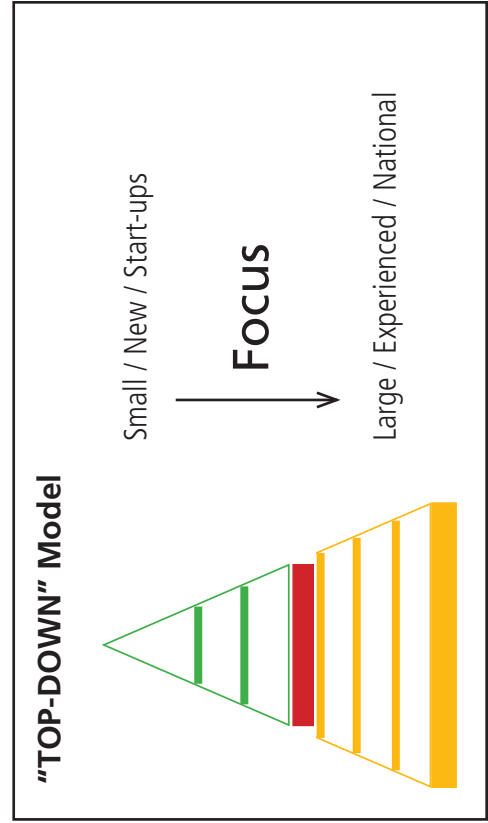
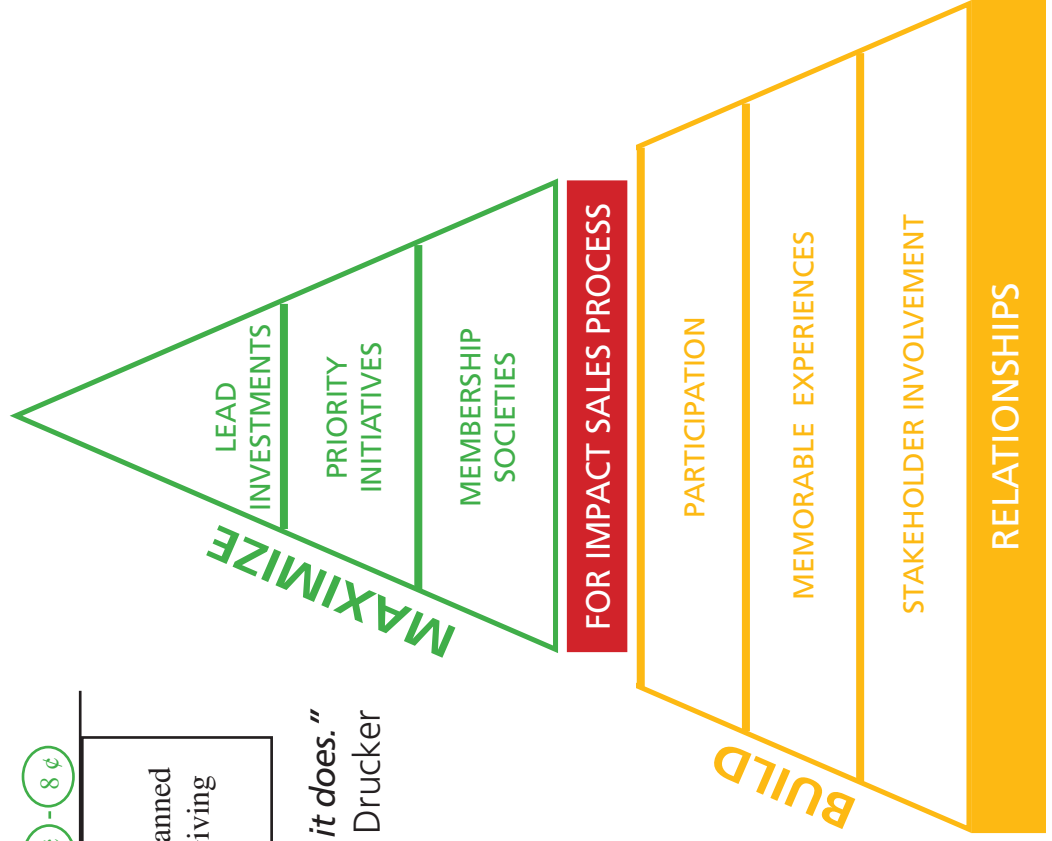
1-800-ACS-2345 www.cancer.org

Traditional Development Office



"EVERY organization needs to ABANDON almost EVERYTHING it does."
Peter Drucker

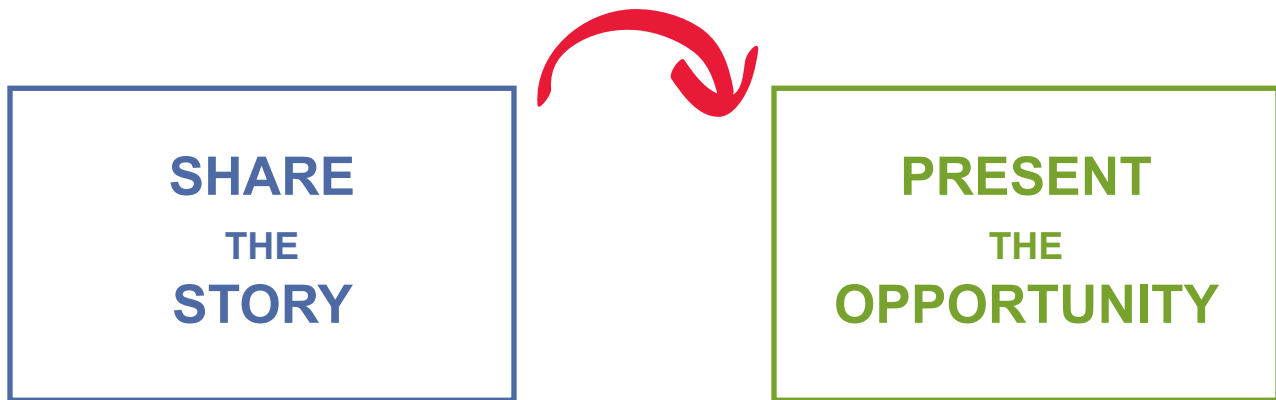
The For Impact Development Operation



Insight No. 3

Just ASK

IMPACT → INCOME

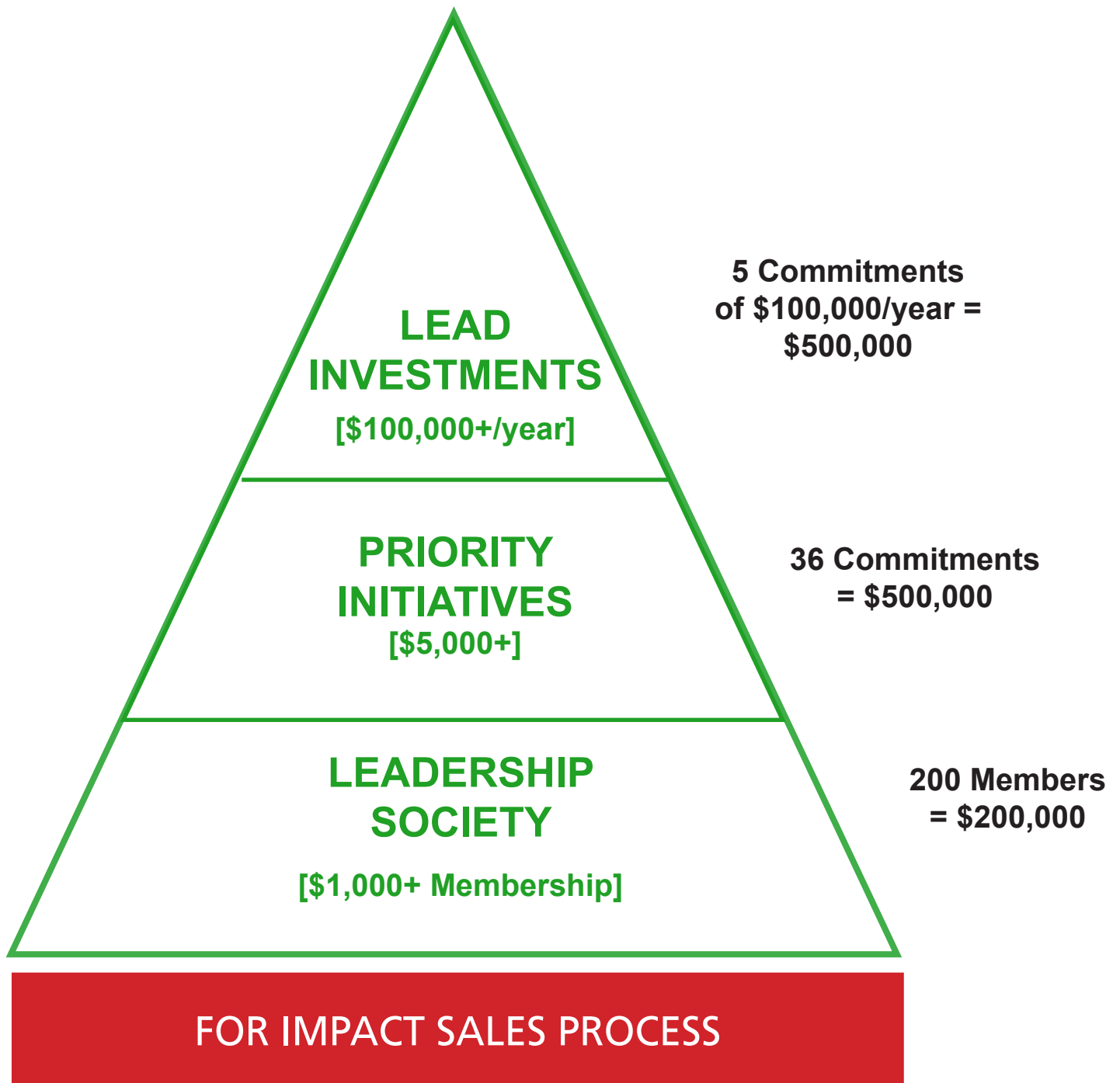


Success is directly proportional to the number

of times that you Share the Story and Present the Opportunity.

Simple Funding Plan for \$1.0M / year

(Do the Math)



TOTAL = \$1,200,000