

# THE FOR IMPACT ROAD MAP

"Every organization is *perfectly designed* to get the results they are getting" – Tim Kight

n v. 4 6.26.08

## POINT OF VIEW

~~Not For Profit~~  
~~For Profit~~ **FOR IMPACT**

**IMPACT** *drives* **INCOME**

**JUST ASK!!!**

### OLD WORDS

CHARITY  
MISSION STATEMENT  
SURVIVAL

**INFORM**  
**ON THE BOARD**  
**COMPETITION**

DONOR (DONATION)  
"WARM FUZZIES"  
TRANSACTIONS  
ASK FOR MONEY

### NEW WORDS

PURPOSE  
MESSAGE  
VISION

**INVOLVE**  
**'ON BOARD'**  
**COLLABORATION**

INVESTOR (INVESTMENT)  
RETURN ON INVESTMENT  
RELATIONSHIPS  
PRESENT THE OPPORTUNITY

**THINK BIG. BUILD SIMPLE. ACT NOW.**

**MAXIMIZE RELATIONSHIPS. TOP-DOWN.**

97% / 3%

Lions, Mice & Antelope.



**COMMIT TO SALES.**

SHARE THE  
STORY

AND

PRESENT THE  
OPPORTUNITY

## PLAN

**CASE FOR  
SUPPORT**

Purpose  
Priorities  
Plan (Funding)

**PRESENTATION  
DESIGN**

Visit  
Altitude (Flow)  
Tools

**QUALIFIED  
PROSPECTS**



"Engage... Then Plan." – Andy Grove

## EXECUTE

**PREDISPOSE**

To The Cause/Case  
To The Opportunity  
To The Team

**PRESENT**

Open  
Dialogue  
Present the  
Opportunity

(see back)

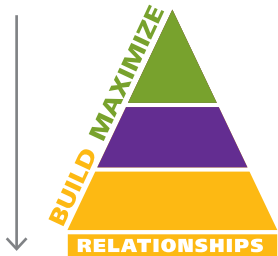
**FOLLOW-UP**

With Prospects  
With Organization  
With Yourself

Focus On **Impact**. Listen (Do Discovery). Be Authentic.

# REMINDER: RELATIONSHIPS

- ALL ABOUT RETURN-ON-ENERGY
- TOP-DOWN FOCUS



- "SHOULDER-TO-SHOULDER"
- SUCCESS IS EQUAL TO THE # OF TIMES YOU:

SHARE THE STORY AND PRESENT THE OPPORTUNITY

## THE ONLY EVALUATION I NEED

# VISITS \_\_\_\_\_  
# ASKS \_\_\_\_\_

## PRE-VISIT CHECKLIST

MY GOAL OF THE VISIT IS TO  
GET THE PROSPECT TO SAY:

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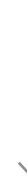
### REMEMBER:

1. FOCUS ON **IMPACT**.
2. LISTEN (DO DISCOVERY).
3. BE AUTHENTIC.

# JUST ASK!

## PRESENTATION FLOW

OPEN "You" "Them" "Us"



DIALOGUE 30,000' PURPOSE  
14,000' PRIORITIES  
33' PLAN (Funding)



PRESENT THE  
OPPORTUNITY

\*P.S. Always ask for referrals!

# "Engage... Then Plan"