

TOM SUDDER

SPEAKER'S PACKAGE



- :: Experience: More Than \$1 Billion Raised For Nonprofit Causes
- :: Author: For Impact Campaign Manifesto
- :: Style: A 'Coach' Who Lives Life Out Loud

TOM SUDDER

THE BILLION DOLLAR MAN WHO LIVES LIFE OUT LOUD

Most people say it's impossible to describe Tom – that you really have to experience him to understand what he's all about.

Tom's credentials alone put him in a class by himself. Thirty years ago, he headed the Campaign for Notre Dame with the visionary Father Hesburgh and raised \$180 million—\$50 million over their \$130 million goal. He went on to found the now-legendary Sudder Group where he's raised **over a billion dollars, made more than 6,000 personal visits,** and redefined how organizations raise money. A true maverick, he has led more than 300 campaigns, trained hundreds of development professionals, and influenced thousands. In 1996, he literally went global – spreading entrepreneurship in Russia, Poland, India, Bangladesh, the Philippines, and Australia. Tom's created 19 businesses, 3 million jobs, and **authored four books** (so far). To this day, he wakes up each morning thinking bigger.

But what really makes Tom indescribable is his living out loud approach to just about everything. A two-time welter-weight boxing champion, he has held the title of head boxing coach at Notre Dame for more than three decades, infecting hundreds of young collegiate boxers with his fighting spirit. Each year, Tom heads back to South Bend for the boxing season that culminates in the Bengal Bouts tournament to benefit the Holy Cross Missions in Bangladesh. "A four-hour ride on my Harley, great kids to coach, the thrill of competition, and a chance to make an impact in the developing world – it's a little bit like Rocky in Siberia. Who wouldn't plan a whole year around that?"

Today this "Billion Dollar Man" is still working out in the field, making visits, and raising money. He'd love to show your group how to do it, too.



EXPERIENCE TOM SUDDER

Whether leading a board retreat of 10 members or a room of 1000, he exudes a contagious energy that requires the active learning of all that are present.

NATIONAL KEYNOTE:: 1,000 ATTENDEES :: SAN FRANCISCO, CALIFORNIA

A national conference – 1,000 directors and fundraisers focused on re-branding a 100-year-old organization – is set to close. A man in the crowd, dressed in a loud jacket, rises and flags down the MC. “Um, who are you?” she says. “I thought I was supposed to speak today,” he replies, approaching the stage armed with a pile of note cards. As he mounts the steps, his foot catches, sending him and the note cards sprawling. The audience is in hysterics.

After this unorthodox entrance, the speaker throws off his jacket, jumps on the podium, and begins. Immersed in the language and culture of the organization, he shows the group of 1,000 how to create their own message within the framework of the national re-branding. The professionals are learning, laughing, and going home with a tool they can use.

As he’s leaving, the national director says, “I don’t know what our conference will be about next year, but we want you back!”

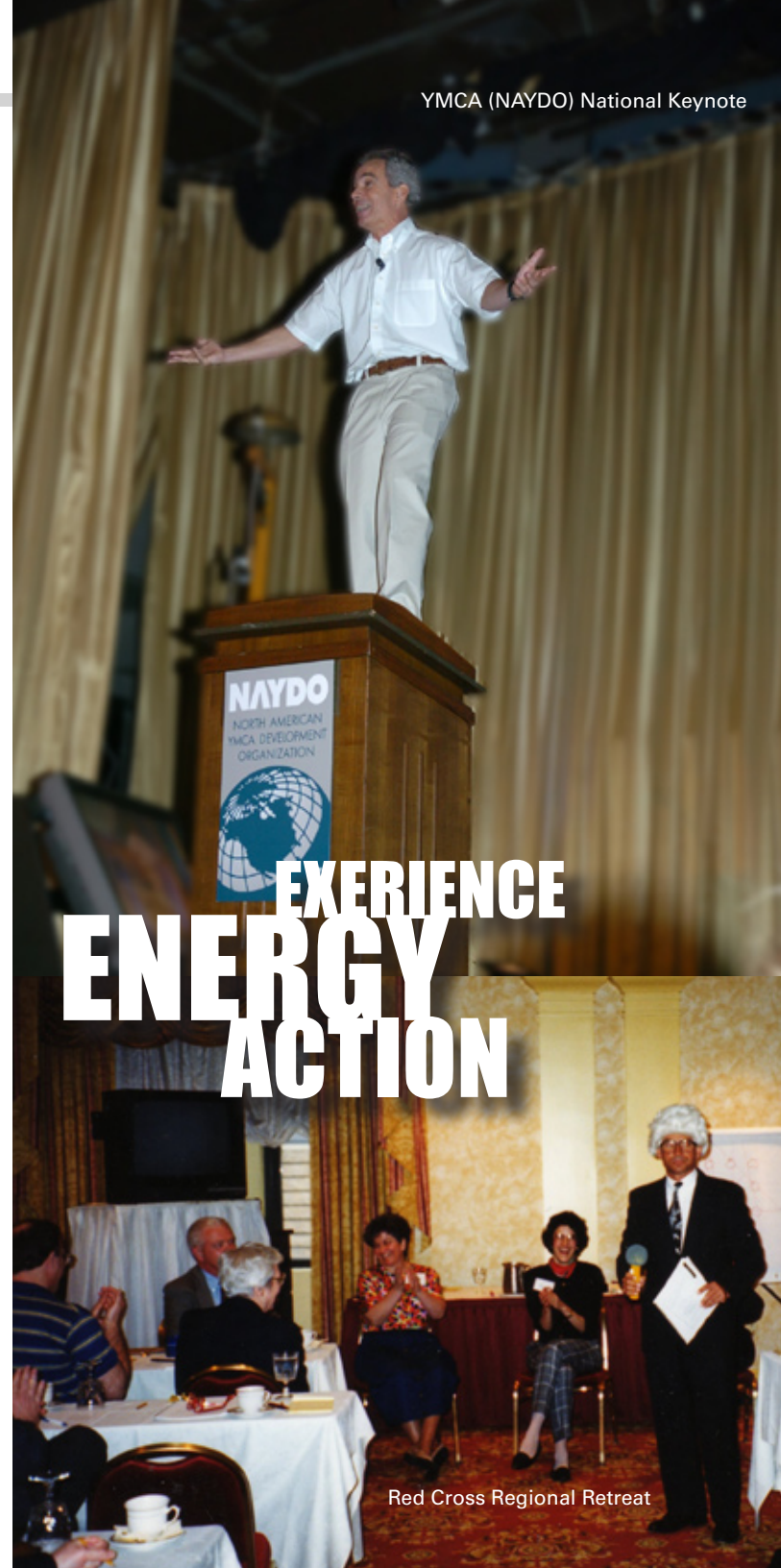
ORGANIZATIONAL RETREAT :: 36 ATTENDEES :: MADISON, WISCONSIN

An organization’s board members and executives are seated at small tables finishing their coffee. A man walks around the room offering what appear to be jump ropes. He directs people into pairs, crosses them up, and challenges them to untangle themselves. “I hope you all signed the release,” the man says.

Afterward, the audience awake and laughing, he gets them thinking about where they are going and helps them figure out how to get there. During the course of the day, they’ve done push-ups, engaged in role plays, and asked each other for one million dollars. “This is so simple, it’s almost embarrassing,” someone says.

The board chair turns to the man and says, “A facilitator? I’d say you were a magician.”

YMCA (NAYDO) National Keynote



Red Cross Regional Retreat



**REGIONAL ASSOCIATION CUSTOM TRAINING
:: 300 ATTENDEES :: CHICAGO, ILLINOIS**

A man stands on stage accompanied by a flipchart. "To hear is to forget," he tells the audience. You're going to forget everything I tell you." In the crowd, more than one eyebrow is raised. The speaker continues, "That's why I'm not here to talk to you. I'm here to get you to go out and do something."

Throughout the rest of the session, the group of 300 members of a regional association is nodding, participating, and shouting out as the speaker gets them to see their fundraising from a completely different perspective. The message is tied to the members' reality. They have a plan. "I can't wait to go back and do this," one of them tells him afterward.

In all kinds of groups, in all kinds of situations, Tom Suddes knows how to wow a crowd, hold onto their attention, and give them an experience they won't soon forget.

EXPERIENCE TOM SUDDES

- :: Fully Customized
- :: Experiential Learning
- :: Entertaining
- :: Take-Aways
- :: Give-Aways
- :: Motivation
- :: (Optional) Supplemental Motivation/Training

A SPELLBINDER

"How would I describe Tom Suddes? He's like Leonardo Da Vinci, Lance Armstrong, and Tom Peters all rolled into one. Except a lot funnier."

"Tom's passion, energy, and enthusiasm come through in a way that everyone – and I mean everyone – participates. He's a spellbinder."

"Tom Suddes is so darned smart, and so darned creative, it's hard to draw the line between the learning and the entertainment. If knowledge is power, then I'm now Hercules. I want him back every year."

RECENT KEYNOTES:

Ohio College Access Network
YMCA (NAYDO) National
American Lung Association National
Camp Fire USA
Texas AFP
Utah Society of Fundraisers
National College Access Network
Christian Brothers Schools
Northeast Association of Catholic
Development Officers



ACT NOW

See Tom's unique speaking style for yourself at:
www.forimpact.org/speaking

SPEAKING TOPICS, CUSTOMIZED FOR YOU!

For Impact Message

Organizational Change

Development/ Fundraising

∴ Major Gifts

∴ Sales

∴ The Million Dollar Ask

Innovation in Philanthropy

Professional Development

Contact Phyllis Lasiter at 614-352-2505

**or phyllis@forimpact.org for more information
on how you can book Tom for your next event.**

