

# FUNDING STRATEGY/MODEL & HOW TO BUILD YOUR FUNDING PLAN

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## A For Impact Teleseminar

1. See email for phone number and access code.

(Notes completed five minutes before scheduled start of call)

2. All lines will be muted at top of the hour.
3. Email questions and follow up to [nick@forimpact.org](mailto:nick@forimpact.org)

# Key Concepts To Remember

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1. You're in sales... (get over it.)

2. Think Big. Build Simple. Act Now.

3. 97/3

Return On Energy

Lions, Mice, Antelope

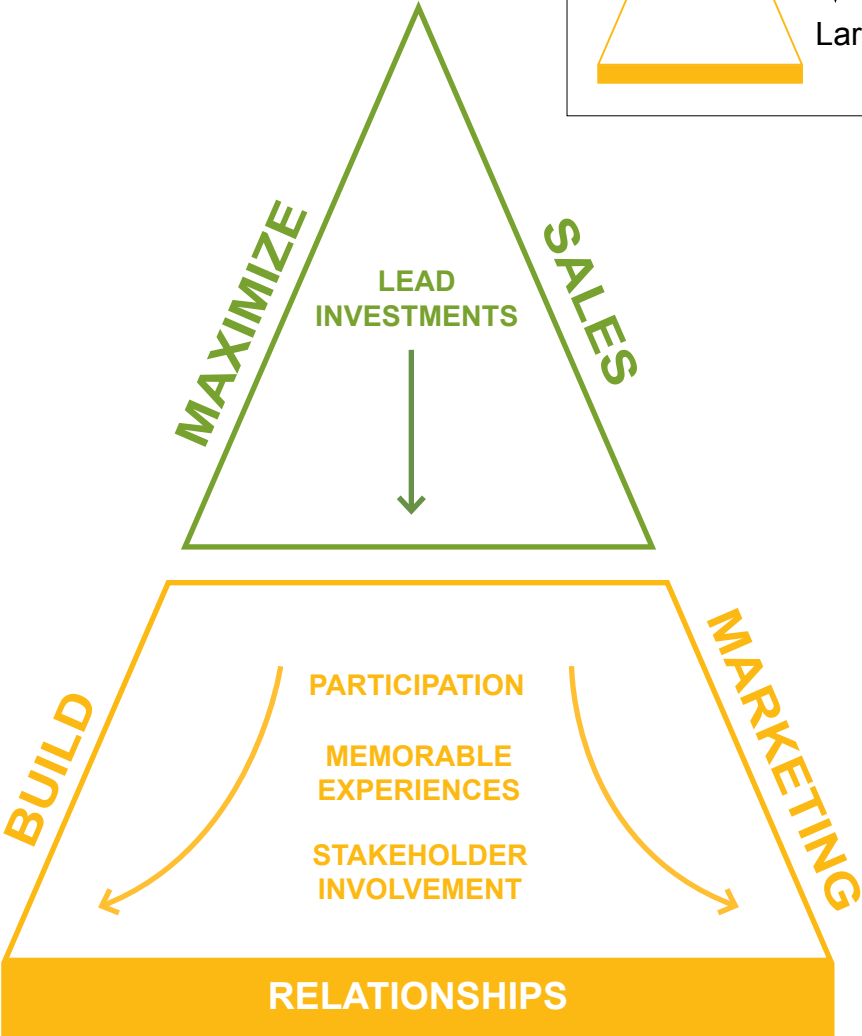
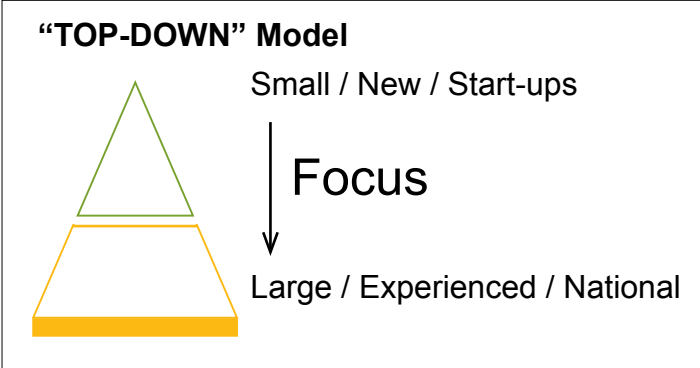
# Traditional Development Office



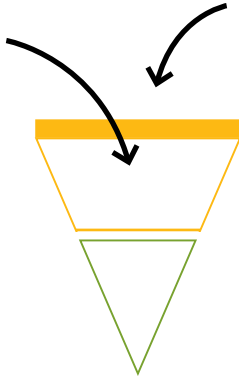
*“EVERY organization needs to ABANDON almost EVERYTHING it does.”*  
Peter Drucker

# Focus On Relationships

97/3

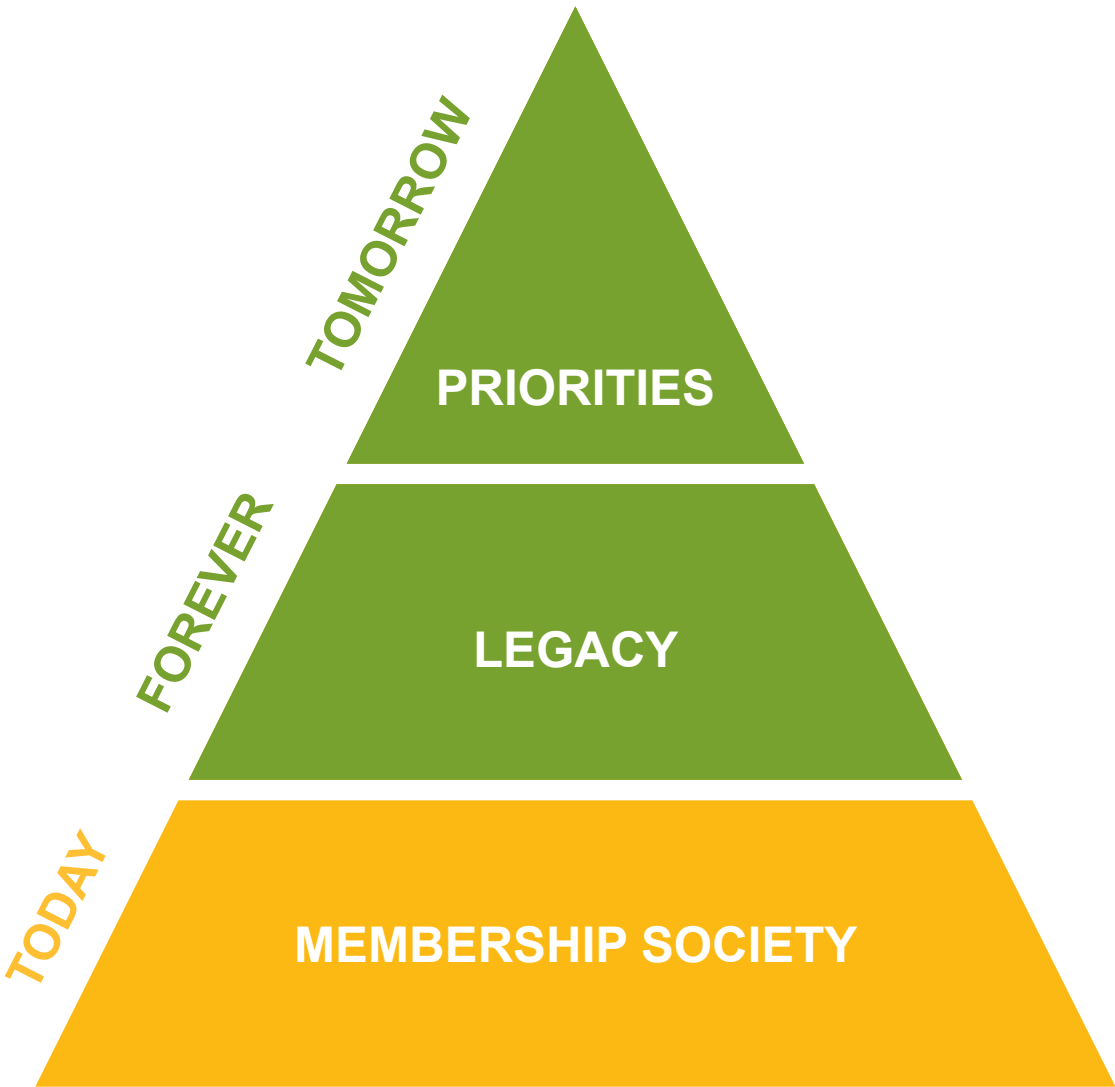


Flip To Fill The Funnel



# For Impact Development Operation

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- Do the math (how much do you need)?
  - Focus on your Top 3/10/33 prospects to transform your funding
  - Holistic (not silos)...
  - The Triple Ask
  - The Legacy Society
  - Endowments: generate annuity now through leadership society and endowment through planned giving (Legacy Society.)
  - Hope is not a strategy... you need a plan.

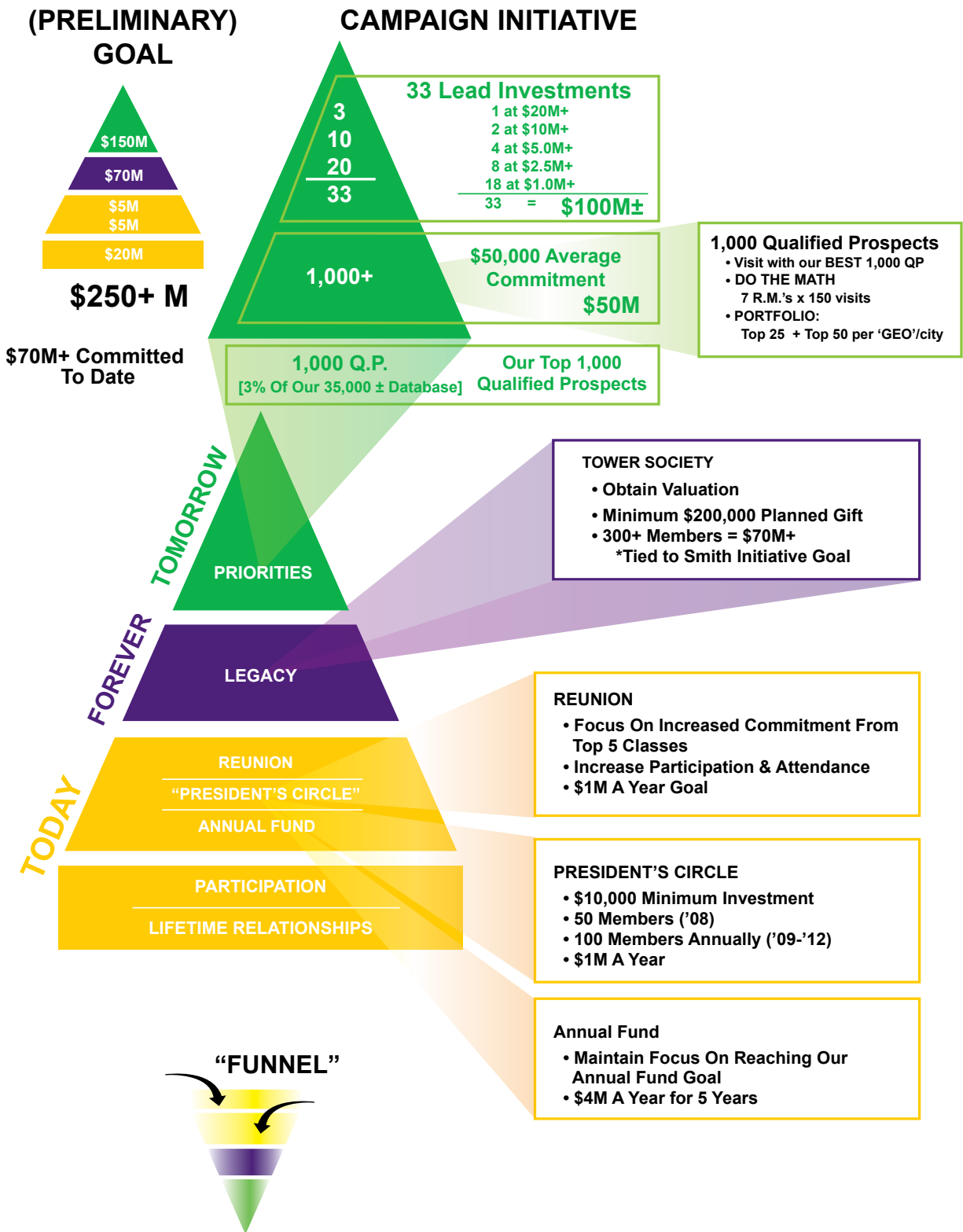
# Simple Funding Plan for \$1.0M/yr

( DO THE MATH)



# FOR IMPACT COLLEGE FUNDING PLAN

[DO THE MATH]



The Suddes Group has raised \$1 Billion + for organizations and through our For Impact initiative, we've helped organizations raise another \$1 Billion. Here are three ways to do more with For Impact | The Suddes Group.

### **1. Use [www.forimpact.org](http://www.forimpact.org)**

1. Participate in other teleseminars.
2. Visit DAILY for new articles and insights.
3. Get the 'best of' in our Weekly Online Wow Emails.\*

### **2. Attend Funding Bootcamp**

This is THE funding bootcamp for social entrepreneurs.

1. Attend the 2-Day LIVE Funding Bootcamp coming to San Diego, New York City and Columbus, OH in 2009. View available dates at [www.forimpact.org/solutions](http://www.forimpact.org/solutions)
2. Get Bootcamp Online ([nick@forimpact.org](mailto:nick@forimpact.org) for details.)

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To learn more, contact Nick Fellers at [nick@forimpact.org](mailto:nick@forimpact.org) or 614-352-2505

\*Teleseminar attendees get this automatically at no cost.