

DEVELOPMENT PLANS: CLARIFY YOUR FUNDING STRATEGY

A For Impact Teleseminar

1. See email for phone number and access code.
2. All lines will be muted at top of the hour.
3. Email questions and follow up to nick@forimpact.org

Key Concepts To Remember

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

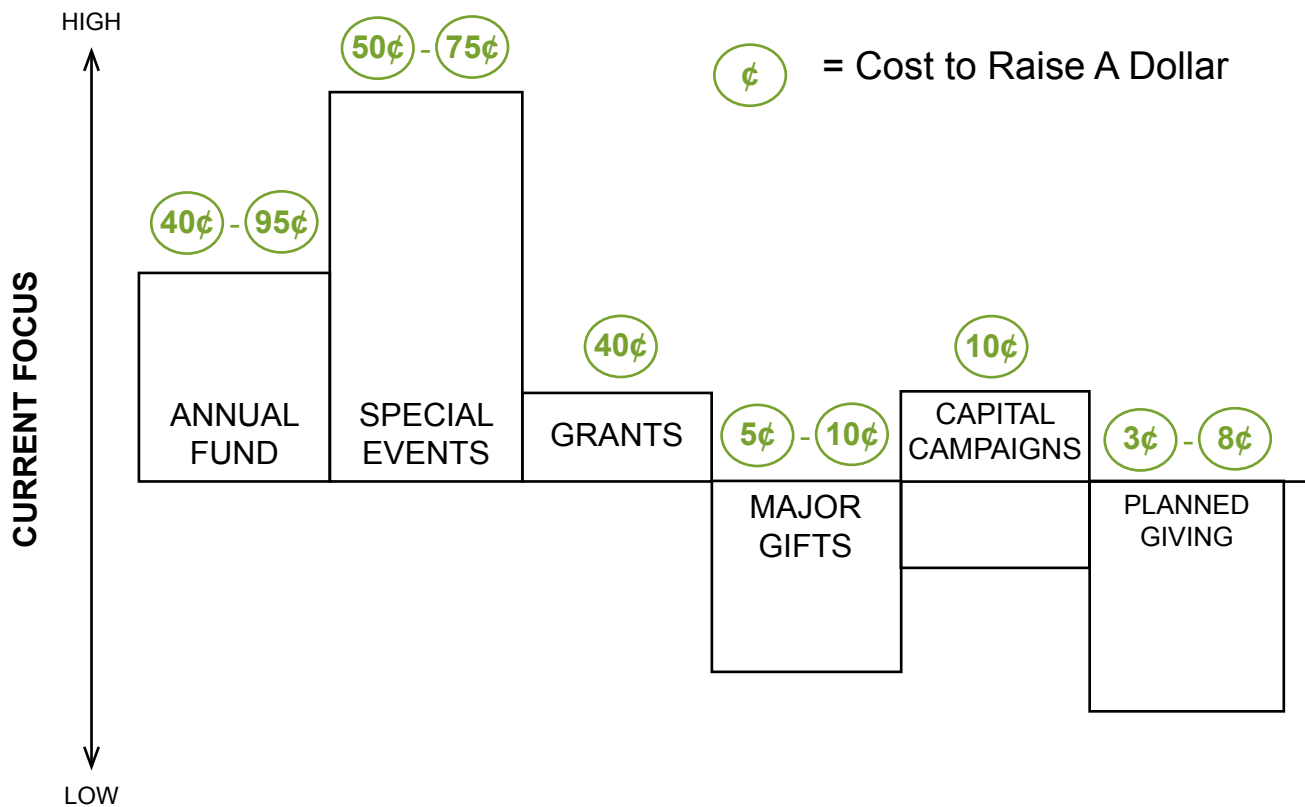
2. Think Big. Build Simple. Act Now.

3. 97/3

Return On Energy

Lions, Mice, Antelope

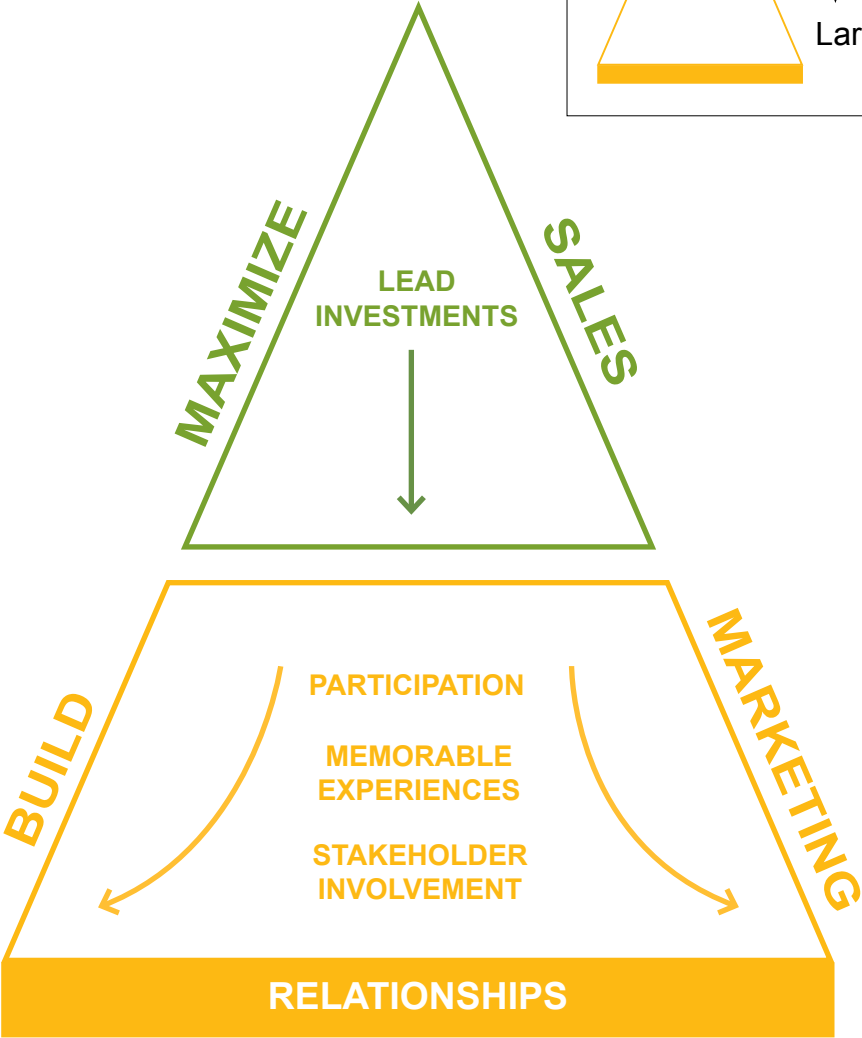
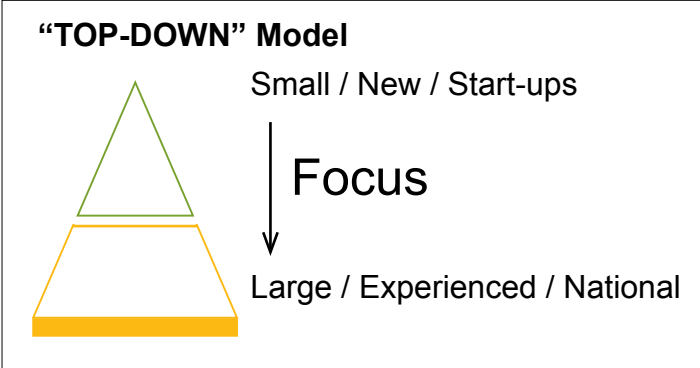
Traditional Development Office



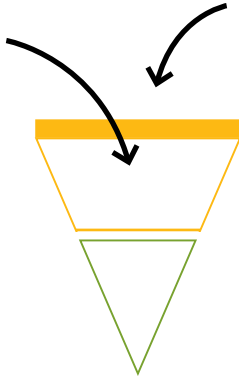
"EVERY organization needs to ABANDON almost EVERYTHING it does."
 Peter Drucker

Focus On Relationships

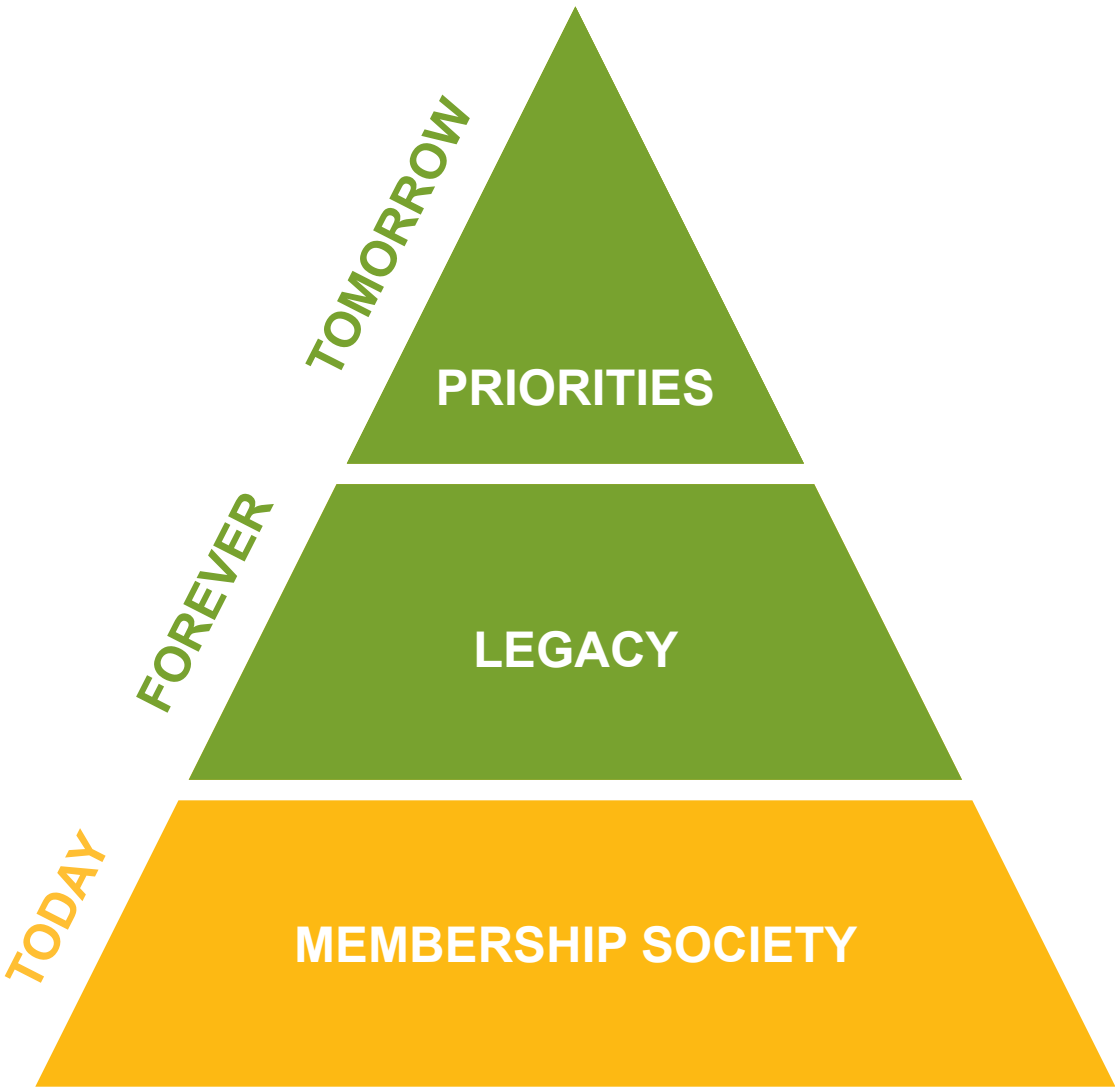
97/3



Flip To Fill The Funnel



For Impact Development Operation



Do The Math... To Help You Rationalize The Number

Set a Goal: “How much do you need?”

- How much do you need?
- Over what time?
- “Frame It”
 - Per Person
 - For the Project?
 - For the Vision?

\$5 Million

1 @ \$1M
2 @ \$500K
4 @ \$250K
10 @ \$100K
20 @ \$50K

Make a Simple Plan (Examples): “How Will You Get There?”

- Funding Pyramid
- Simple Funding Plan: 10 Angel Investors @ \$100K each (for \$1M)
- One Benefactor... (To Underwrite the Project)

Engage in Dialogue Around the Funding Plan: “What do you want from me?”

- To Underwrite the Project
- Part of the Vision (Use Funding Pyramid)

Misc. Notes

- 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.

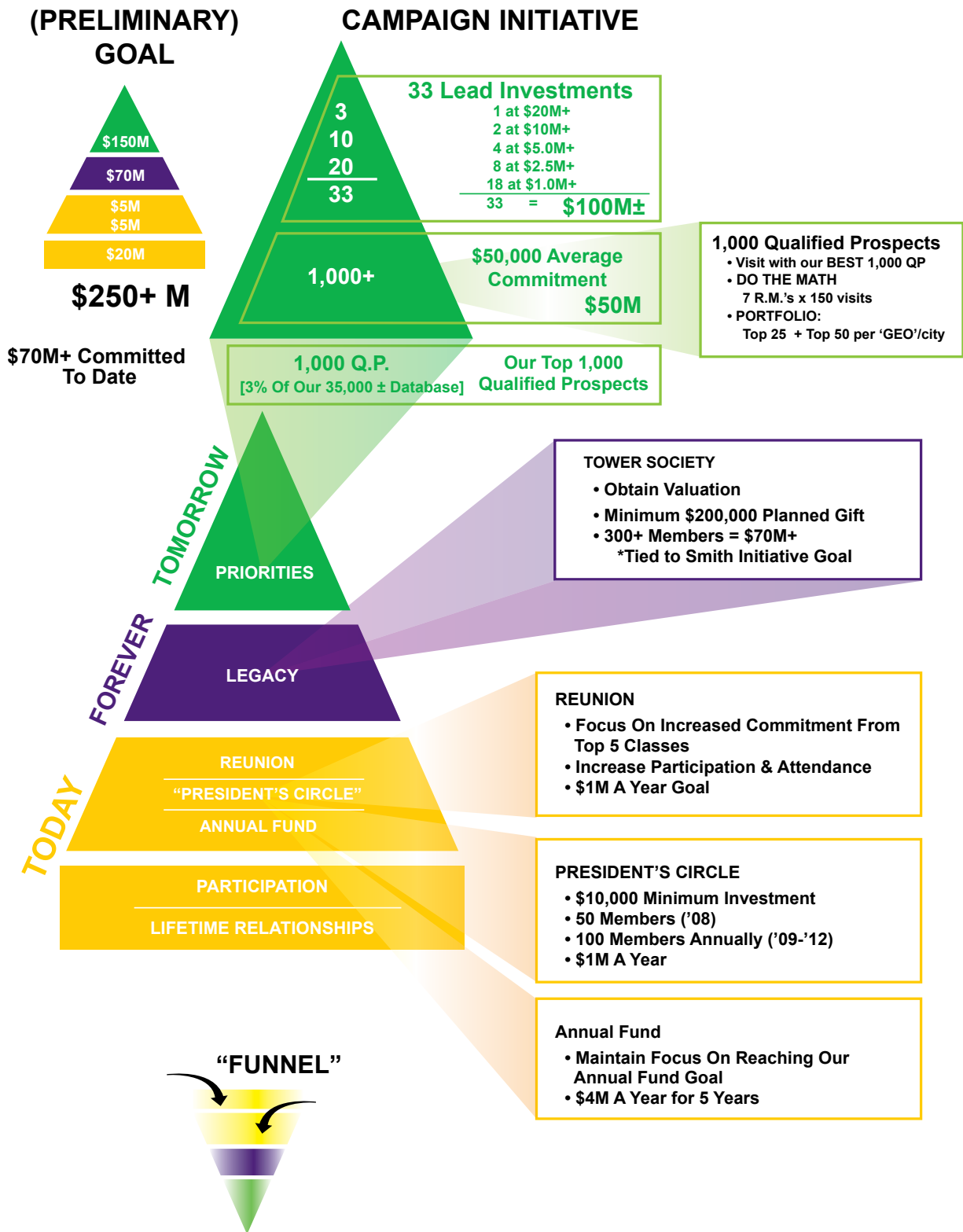
Simple Funding Plan for \$1.0M/yr

(DO THE MATH)



FOR IMPACT COLLEGE FUNDING PLAN

[DO THE MATH]



How The Suddes Group Can Help...

We lead creative and innovative campaigns.

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. Campaign Boot Camp

A two-Day Prep Workshop with your team and 2-3 similar organizations. We help you prepare case, presentation tools, leadership strategy, prospect strategy and provide campaign sales training.

2. Campaign Prep & Leadership Consensus Building

Two-three month turbo-charged process led by a Suddes Group Senior Partner.

3. Strategic Coaching

We lead, guide, train... We can help you get 'off-the-ground'; secure leadership gifts and then build up the 'in-house-ability- to run a holistic funding model on an ongoing basis.

For more information, contact Nick Fellers at nick@forimpact.org or 614-937-5763.