

# **MESSAGE: THINK BIG WITH YOUR VISION... THEN SIMPLIFY YOUR MESSAGE**

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## **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](mailto:nick@forimpact.org)

# Point Of View

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The size and scope  
of your  
**IMPACT!**

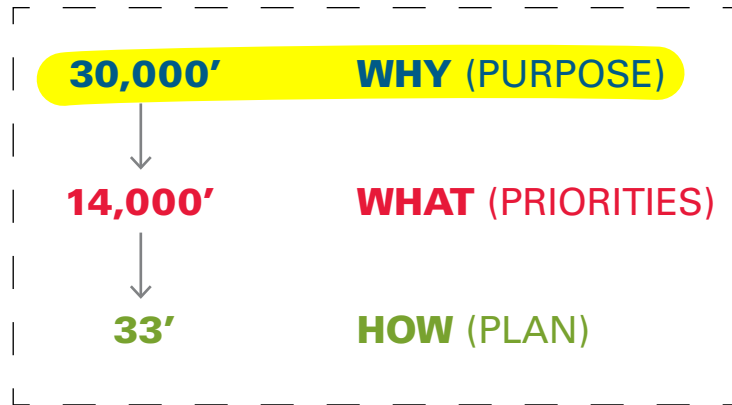
*determines*

The size and scope  
of your  
**INCOME!**

# Think Big, Build Simple (and Act Now)

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## Altitude Framework



~~Charity~~ → Philanthropy

- Save Lives. Change Lives. Impact Lives.
- Three Questions of Every Investor.

## The \$100 Billion Opportunity (the \$100 Trillion Opportunity)

- 97/3
- Lions, Mice, Antelope
- Return On Energy

# Simplify Your Message

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- 'Mission Statement' vs. Message (on a napkin)



- Rule of 3

## Examples:

- Research, Education, & Service
- Campus Faculty, & Students
- google.org

- Take It to 30,000'

### It's NOT About:

A Building  
Staff Salaries  
Budget  
Unrestricted Funds

### It's All About:

Transforming (The Community)  
Changing (The Way we educate)  
Innovating (The Museum Experience)  
Ending (Homelessness)

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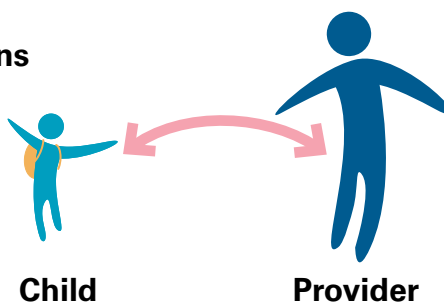
- **Sell Your CAUSE**

- **Find A Framing Device**

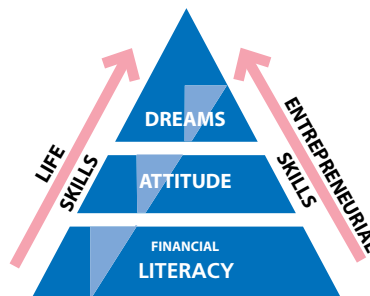
- Metaphors: Nobel Peace Prize for Children’s Advocacy
- “Initiative.” Example... it’s not about ‘case management.’ It’s about a Healthy Families Initiative.

- **Make It Visual**

**Making Connections**



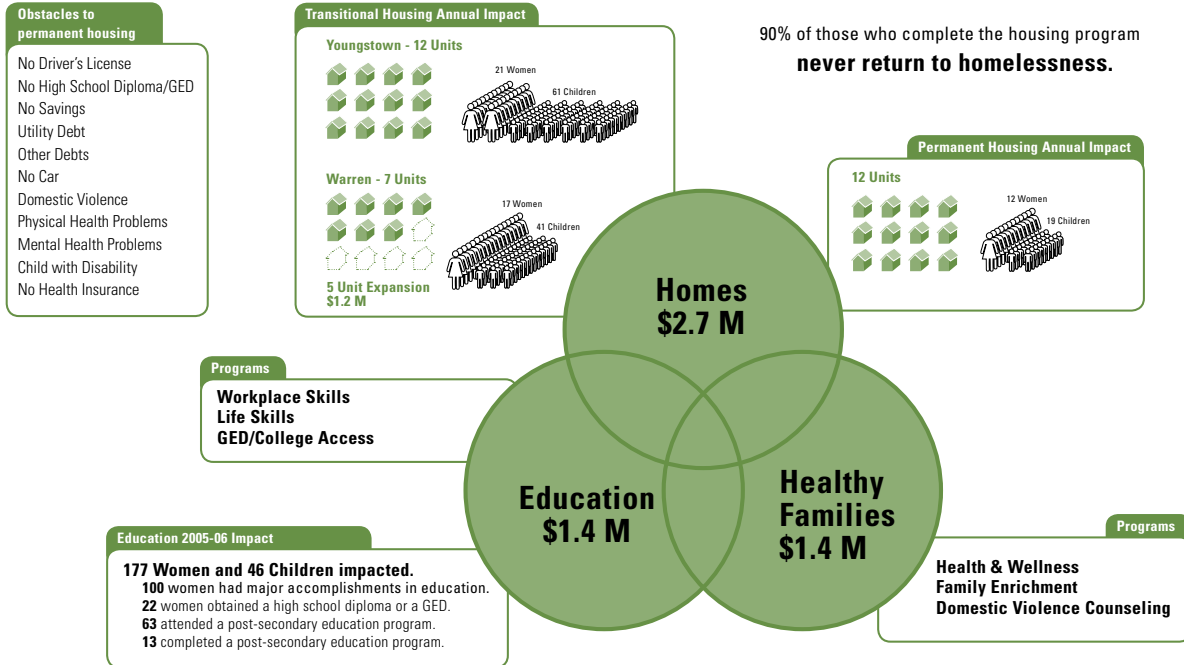
**Junior Achievement**





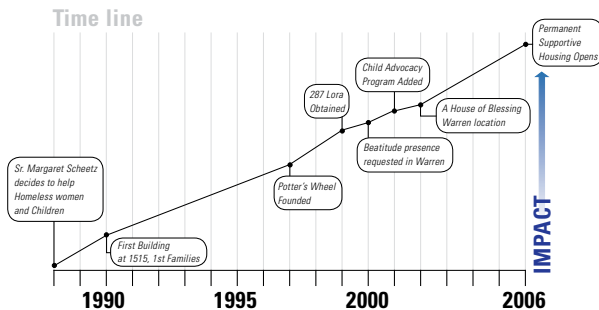
We provide the **opportunity**  
for disadvantaged *women* and *children*  
to **Transform their Lives.**

**1000-Day Priorities**

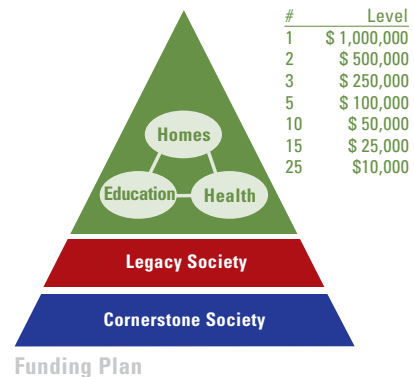


**\$22/Day (\$8030/Year)** per person  
provides a home for an individual, including  
counseling, case management and child advocacy.

**Affording Dignity      Breaking the Cycle      Strengthening the Community**



Beatitude House served **421 women and children** in 2006.



# TRANSFORM JA: THE PLAN

## CAST A VISION

"We become what we think about."

--Earl Nightingale

**Kids + Entrepreneurs + Education**

Transform Columbus by Inspiring the Entrepreneurs Of Tomorrow

- Entrepreneurial Hub
- Entrepreneurial Academies
- 2nd Ave Community Hub

## THINK BIG

RECRUIT BIG THINKERS

"We want to be irreverent, energetic, different."

**JA WORLDWIDE**  
Columbus as an International Model

Strategic Partners:



Demonstrate Success The Right Way

**E -to- E**



Eg. John Smith

## STAFF A VISION

"The People"

## FUND A VISION

**PROFILE:** Entrepreneur, Columbus  
Passionate about: Kids, mentorship  
Experiential Learning, entrepreneurship

**STRATEGY:** Tell the JA Story vs. ~~Capital Campaigns~~  
Tremendous Impact

### FUNDING PLAN:

- 1 @ \$1M
- 1 @ \$750K
- 2 @ \$500K
- 3 @ \$250K
- 8 @ \$100K
- \$10K - \$100K
- \$5.0 M

### PHASE 1 TIMELINE



# For Impact High School The Community

## Purpose



### Inner City Young Men

- Meet 100% of Financial Need
- Demand Excellence



### Rule of St. Benedict

- Stability
- Tradition



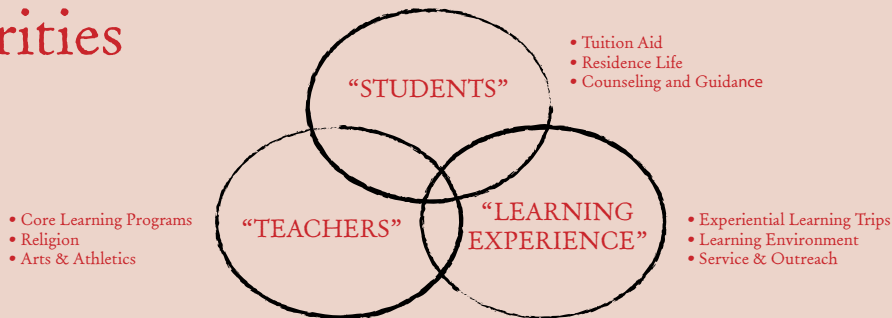
### Transforming Lives

- Leadership
- 95% of Graduates go to College



*"Whatever hurts my brother, hurts me."*

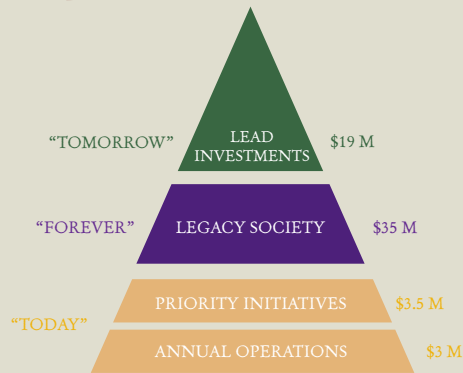
## Priorities



## Plan

How you can help... NOW:

1. CHAMPION ...  
Our School
2. INVITE ...  
others to ENGAGE
3. INVEST ...  
with a COMMENSURATE COMMITMENT



# How For Impact Can Help...

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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. Self-paced

Sign up for our online learning center to access:

1. A funding roadmap which teaches you how to implement For Impact ideas including how to identify prospects, create a funding plan and clarify your message (plus examples).
2. Videos you can share with your team.
3. Role Play Videos: Watch Nick and Tom use the For Impact approach to make the ask.

## 2. Live

Attend our Funding Boot Camp coming to New York City and Columbus, OH in 2009. Join us as an individual or team to implement For Impact thinking and jumpstart funding. The Boot Camp is our hall mark program. It's the most cost effective way to transform your organization. More info at [www.forimpact.org/bootcamp](http://www.forimpact.org/bootcamp)

## 3. Have For Impact Come To You...

Customized board workshops, training, strategy, campaigns and more.

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