



Campaign Prep: A How-to and Road Map

A For Impact Teleseminar

Call Notes:

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

No More Traditional Campaigns

“What is a Campaign?”

- A time to build and maximize relationships.

“Every organization is perfectly designed to get the results it’s getting.”

-Tim Kight

- A time to RE-DESIGN

Teams

Leadership

Vision

Stakeholder Buy-in

Programs

Ownership

The Development

Organizational Culture

Model

A campaign is really about making a Quantum Leap in your IMPACT AND INCOME.

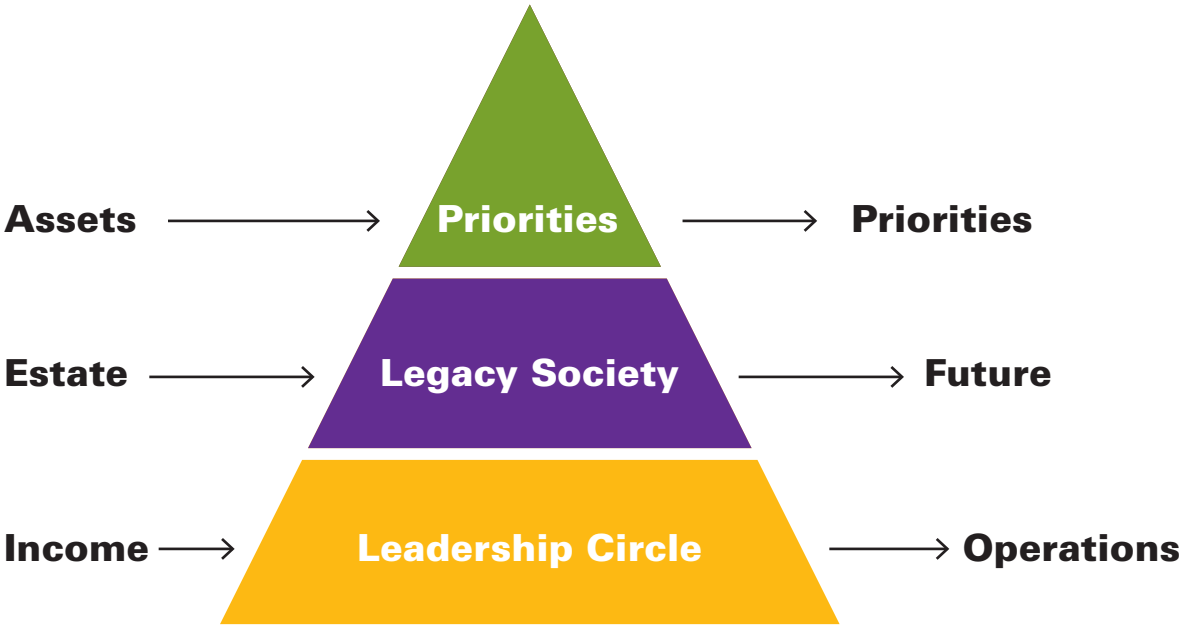
No More Traditional Campaigns (con't)

~~Feasibility Studies~~ → Leadership Consensus Building

~~Case Statement~~ → Simplified Case For Support

- 1. Why?
- 2. Where?
- 3. Plan?

~~Building Campaigns~~
~~Capital Campaigns~~ → Fund the **VISION**: A Holistic Model
~~Endowment Campaigns~~



Campaign Prep

If you're planning for a campaign, you're already in a campaign.

Engage... then Plan

- Leadership Consensus Building
- Can ask **Now** and in the **Future**.
- Remember: This is all about **Relationships**

Case For Support

- Purpose/Vision
 - Why does the organization exist?
 - How does this support our reason for existence?
 - What is the goal?
- Funding Priorities
 - How would we spend if money were no object?
 - Three buckets
 - How much do we need in each bucket over the next 1,000 days?
- Plan
 - What is your DRAFT plan to get the goal?

Team

- Core Sales Team
- Champions/Leadership/Stakeholder Buy-in

Notes on the Approach

Think Big... Always

Sales (Maximize Relationships)

- 97/3
- Measure # of Visits

Speed

Simplicity

Attitude (A Must)

Relationships... Again. Shoulder - to - Shoulder

THE FOR IMPACT ROAD MAP

“Every organization is *perfectly designed* to get the results they are getting” — Tim Knight

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POINT OF VIEW

OLD WORDS

CHARITY
MISSION STATEMENT
SURVIVAL

NEW WORDS

PURPOSE
MESSAGE
VISION

INFORM
ON THE BOARD
COMPETITION

INVOLVE
'ON BOARD'
COLLABORATION

DONOR (DONATION)
“WARM FUZZIES”
TRANSACTIONS
ASK FOR MONEY

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 AND STORY

PRESENT THE OPPORTUNITY

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

IMPACT *drives* INCOME

JUST ASK!!!

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.

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.