

# Think Big: For Board Members

“We Become What We Think About.”

-Earl Nightingale

A Campaign Teleseminar

Register for Ongoing Funding Support at  
[www.forimpact.org/members](http://www.forimpact.org/members)

For **Impact** | THE SUDDER GROUP

# QUANTUM LEAP FRAMEWORK

30,000'  
**VISION**  
(WHY)

**Think BIG**

- Quantum Leap
- Re-Imagine
- Re-Design

**Message**

- Why (Purpose)
- Where (Priorities)
- What (Plan)

**People**

- Sales Team
- Sales Culture
- Holistic

14,000'  
**STRATEGY**  
(WHAT)

**Build Simple**

- Message
- Model
- Math

**Model**

- Organization
- Fund Development

**Process**

- Campaign
- Sales Process
- Sales Roadmap

3'  
**EXECUTION**  
(HOW)

**Act NOW**

- 'Drawing the Line'
- Decision Making
- Action-Forcing Event

**Math**

- Impact & Income
- 100 Days

**Progress**

- Training
- Metrics
- Accountability

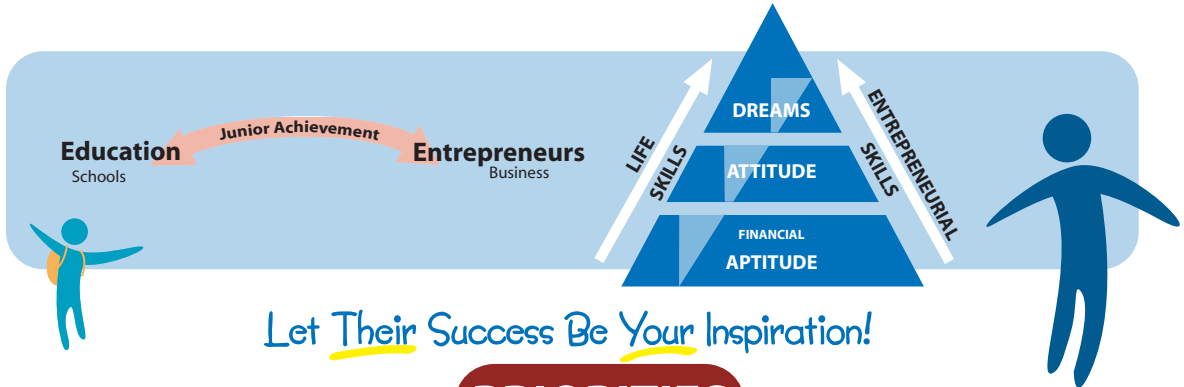
# PRESENTATION TOOL



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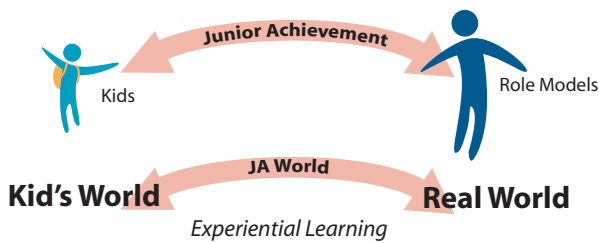
## PURPOSE

### TRANSFORMING COLUMBUS: INSPIRING THE ENTREPRENEURS OF THE FUTURE



## PRIORITIES

### JA BUSINESS MODEL



### JACO PRIORITIES

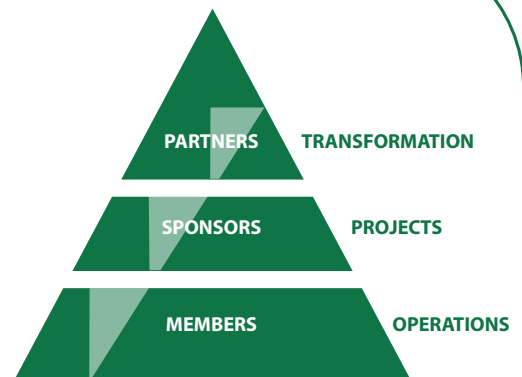
- IMPACT** 100,000 Kids annually by 2011
- ACCELERATE** The Urban Schools Initiative
- GROW** 'JA Biz Town' from 10,000 to 30,000 Kids!

## PLAN

### 1,000 Day EXPANSION Plan 2008-2011

<b>Programs</b>	Urban Schools Initiative	(Incremental) \$1.0 M
<b>Places</b>	JA World	(Incremental) \$3.0 M
<b>People</b>	Deliver on Model (Staff and Role Models)	(Incremental) \$1.0 M
		(Incremental) \$5.0 M

\*Current Operating Budget of \$1.0 M/yr



*Let Your Inspiration Be Their Success!*

JA Presentation Tool 5.27.09

“ EVERY ORGANIZATION IS **PERFECTLY DESIGNED** TO GET THE RESULTS THEY ARE CURRENTLY GETTING. ”

- Tim Knight

- What is the 30,000' message?

What is the 'higher purpose' or raison d ' etre?

- Campaign: A time to transform the organization.

- Cast a Vision. Staff a Vision. Fund a Vision.

# THING BIG IDEAS



- Removing Debt

- Real E

- Transformational Gifts

- Framing The Vision

- Doing The Math

# 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



**Strategic Partners:**



**JA WORLDWIDE**  
Columbus as an International Model

Demonstrate Success The Right Way

## STAFF A VISION

*"The People"*

**RECRUIT BIG THINKERS**

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

## FUND A VISION

**PROFILE:**

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

**STRATEGY:**

Tell the JA Story  
Tremendous Impact

**FUNDING PLAN:**

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

vs. ~~Capital Campaigns~~

### PHASE 1 TIMELINE



# ADDENDUM: **BIG QUESTIONS:**

1 :: Why are we in business?

2 :: What business are we in?

3 :: How does our business work? (Model)

4 :: Should we grow 'wider' or 'deeper?'

5 :: How much money do we need to achieve our vision?

6 :: What strategic partnerships can we pursue?

7 :: What would you do with \$100M?

# 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 :: The Campaign Experience**

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](mailto:nick@forimpact.org) or 614-937-5763.