

# HOW TO GET THE VISIT

## FOR IMPACT TELESEMINAR

 For Impact | THE SUDES GROUP

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# THE FOR IMPACT ROAD MAP

v4.0

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



## QUALIFIED PROSPECT:

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Has both **capacity** and a **relationship to your cause and/or case**.

## PREDISPOSITION:

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Everything that you can do to make it **NOT** a cold call.

- Predispose to the **cause** or the **organization**.
- Predispose to the **ask**.
- Predispose to the **team**.

# PREDISPOSITION STRATEGIES

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- Letter / Phone / Personal Invite from Natural Partner

- Memorable Experience

*\*The Last Investor  
Strategy*

- Vision Day or Leadership Consensus Building

- Vision/Mission/Building Message
- Priorities
- Funding Plan

- WOW Packages

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- Persistence

- Champions Group or “Think Big Committee”

- 3<sup>o</sup>

- Gatekeepers

# FUNDING ROLE OF THE BOARD

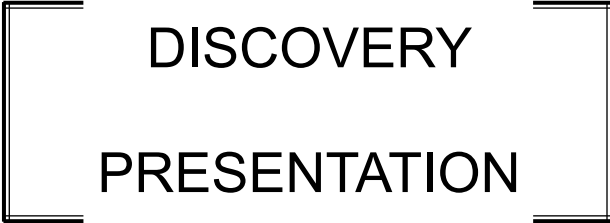
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1. **CHAMPION**... your CAUSE.
2. **INVITE**... others to get ENGAGED.
3. **INVEST**... with a COMMENSURATE COMMITMENT.

# EXECUTION

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## PREDISPOSITION



## FOLLOW-UP

# APPENDIX

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## Example 1

Dear Name:

Junior Achievement is a partnership between entrepreneurs and educators that was brought to central Ohio by the Columbus Rotary more than 50 years ago. Since, then hundreds of business leaders have ventured into schools to share ‘real world’ experiences and life lessons. The impact is tremendous: not only do kids learn how to read a bank statement, but they also become inspired to think and dream big!

Working with local entrepreneurs and educational leaders, Junior Achievement has a plan to leverage this central Ohio asset to transform the socio-economic fabric of Columbus. We believe Junior Achievement should be available to share Columbus’ entrepreneurial heritage with every student and every demographic... especially the underprivileged. This plan includes:

- A partnership with the Columbus Public Schools and Southwest City Schools.
- The development of Youth Entrepreneurial Institutes for girls, minorities, and other high potential demographics.
- Increasing our current annual impact from 10,000 kids to 30,000 over the next three years.

Like every venture, this is a function of vision, execution, and funding. I’ve asked Nick Fellers, a Junior Achievement team member to follow-up with you. Please consider giving Nick or another JA team member 30-60 minutes of your time to learn more about this plan, provide your feedback, and discuss how you can help.

Junior Achievement is about kids, education, and entrepreneurship. I know you will find the program to be remarkable and its potential to be transformational to Columbus.

Thank you in advance for your time.

# APPENDIX

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## Example 2

Dear [Prospect]:

I trust this letter finds you feeling well and you are enjoying this unusual Spring weather.

While we've not formally met, I believe you may have a heart for a stronger America and local [City] community. To that end, you may enjoy learning about The [High School] – A Christian School in [City]. The [High School] graduates young women and men who:

- Think well and enjoy learning.
- Speak well and appreciate culture.
- Possess moral integrity, Christian character and a sense of purpose.

More than a prep school, The [High School] is creating stewards and leaders that will positively impact our community, country and world.

1. Major learning institutions such as Harvard, Princeton, and Yale were founded using Classical and Biblical teaching methods. The majority of our country's founding fathers were taught in this style.
2. Now in its 12th year, The [High School] has graduated 32 young men and women from five classes whose test scores are among the highest in the country. All [High School] graduates have gone on to college.
3. Without advertising, The [High School] has grown from 33 up to 280 students in grades K-12. The school is completely full and has waiting lists of potential students in most of the grades.

I feel called to share this story with [City] community leaders and people who may have a heart for this cause. I will follow-up with you in the coming days to see if you and I might have coffee to further discuss The [High School].

Thank you in advance for your openness and for your time.

Kindest Regards,

[Natural Partner]

# APPENDIX

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## Example 3

Dear [GREETING],

Fifteen years ago, Family House was founded to transform the lives of disadvantaged women and children in the Western Valley region. Thanks, in part, to your support Family House has changed thousands of lives. Last year alone Family House impacted more than 400 women and children including:

- Helping 62 women and 140 children out of homelessness.
- Serving 177 women and 46 children through the The Wheel education program.
- Helping 63 women attend a post-secondary education program.

As a community leader and Family Supporter you have transformed lives.

You have also been a catalyst for community support. In 2002 you provided seed money for us to start a leadership giving program—The Cornerstone Society—which recognizes individuals and families that invest more than \$1,000 in Family House each year. Last year, I'm proud to share with you that we had 132 members. Going forward, we will continue to benefit from the strong relationships forged through the Cornerstone Society program.

As Family House celebrates its 15th anniversary, we believe it is poised to create more success stories than ever. Now is a time of reflection, transformation and tremendous opportunity; we are embarking upon a plan to increase the quality and scope of our services. Simply put, we have an opportunity to help more women and children but it will take the involvement and support of the community.

I want to extend a personal invitation to have you join us for a brief tour of our Potter's Wheel program... to see the impact in action and discuss how you can help us in this next chapter. I will be calling you in the next few days to see when we could have you visit. It is important that we share our vision and invite you to be a part of our 15th Anniversary Campaign Initiative. We truly value your leadership support.

Thank you in advance,

EXECUTIVE DIRECTOR

# PROSPECT STRATEGY CHECKLIST

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Prospect: \_\_\_\_\_ RM: \_\_\_\_\_

Knowledge Base: Notes about Capacity, Relationship, Gift History and Timing

Relationship Goals:

- 1.
- 2.
- 3.

I . Predisposition Action:

II. Presentation Notes:

- Timing Notes:
- Ideal Presentation Team:

III. Follow-up Strategy (to be completed after visit)

Sales Team:

Possible Objections:

Misc. Notes:

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 Training Camp**

Our Training Camp is a funding bootcamp for social entrepreneurs.

1. Attend the 2-Day LIVE Training Camp 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 Training Camp Online

This 'on demand' version of our training is available at [www.forimpact.org/members](http://www.forimpact.org/members)

### **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

\*Teleseminar attendees get this automatically at no cost.