

# COMMUNICATE: THINK BIG & BUILD SIMPLE FOR BIG DOLLARS

---

September 9, 2008



For **Impact** | THE SUDES GROUP  
[www.forimpact.org](http://www.forimpact.org)

# For Impact Point Of View



Insight No. 1

## CHANGE THE WAY YOU THINK

**STOP** defining yourself in the **NEGATIVE!**

### OLD WORDS

NOT FOR PROFIT  
 CHARITY  
 MISSION STATEMENT  
 SURVIVAL  
 INFORM  
 ON THE BOARD  
 COMPETITION  
 DONOR (DONATION)  
 CAMPAIGNS  
 "WARM FUZZIES"  
 CULTIVATION

### NEW WORDS

FOR IMPACT  
 PHILANTHROPY  
 MESSAGE  
 VISION  
 INVOLVE  
 ON BOARD  
 COLLABORATION  
 INVESTOR (INVESTMENT)  
 PROJECTS  
 RETURN ON INVESTMENT  
 MAXIMIZE THE RELATIONSHIP  
 (AT THIS GIVEN MOMENT)  
 RELATIONSHIPS  
 VISITS  
 PRESENT THE OPPORTUNITY



Insight No. 2

## IMPACT DRIVES INCOME

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

*determines*

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



Insight No. 3

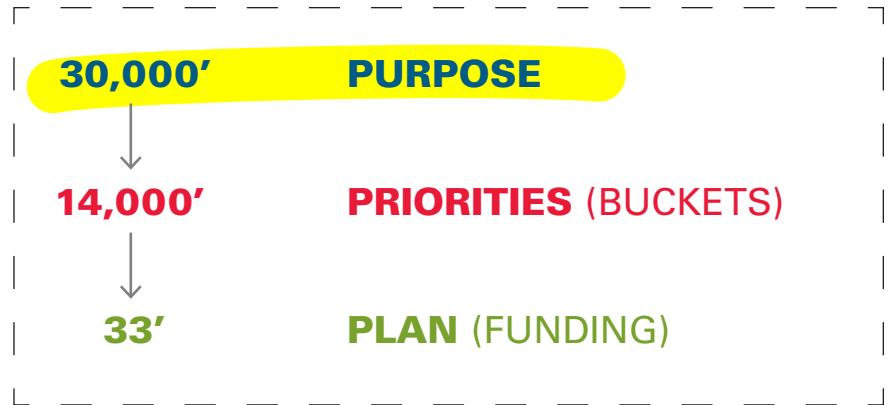
## JUST ASK!

(Just don't ask for money!)

# Think Big. Build Simple. (Act Now.)

---

## Altitude Framework.



## The \$100 Billion Opportunity. The \$100 Trillion Opportunity

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

## Save Lives. Change Lives. Impact Lives.

## Three Questions Of Every Investor

- **Where does the money go?** (and why?)
- **Who decided that?** (and how?)
- **What do you want from me?** (and when?)

# Messaging Nuggets

---

## 1. 'Mission Statement' vs. Message

### XYZ NON-PROFIT MISSION STATEMENT

Blah, blah, blah, **SURVIVAL**. Blah, blah, **DEDICATED**  
blah, blah, blah. Blah **VOLUNTEERS**, blah, blah,  
blah, blah, blah, blah, blah, blah, blah, blah. **SERVING**  
**OUR COMMUNITY**, blah, blah **CAPACITY BUILDING**.  
Blah, blah **ALL-INCLUSIVE** blah, blah, **POLITICALLY**  
**CORRECT**, blah. Blah, blah **HUMANITARIAN**,  
blah, blah, blah, blah, blah **THESAURUS**, blah, blah,  
blah, blah, blah, blah **BY A COMMITTEE**, blah!

### HARLEY DAVIDSON

**LIVE TO RIDE. RIDE TO LIVE.**

**Mother Theresa: "We must radiate God's Love"**

## 2. Take It To 30,000'

### It's NOT About:

---

- A Building
- Staff Salaries
- Budget
- Unrestricted Funds

### It's All About:

---

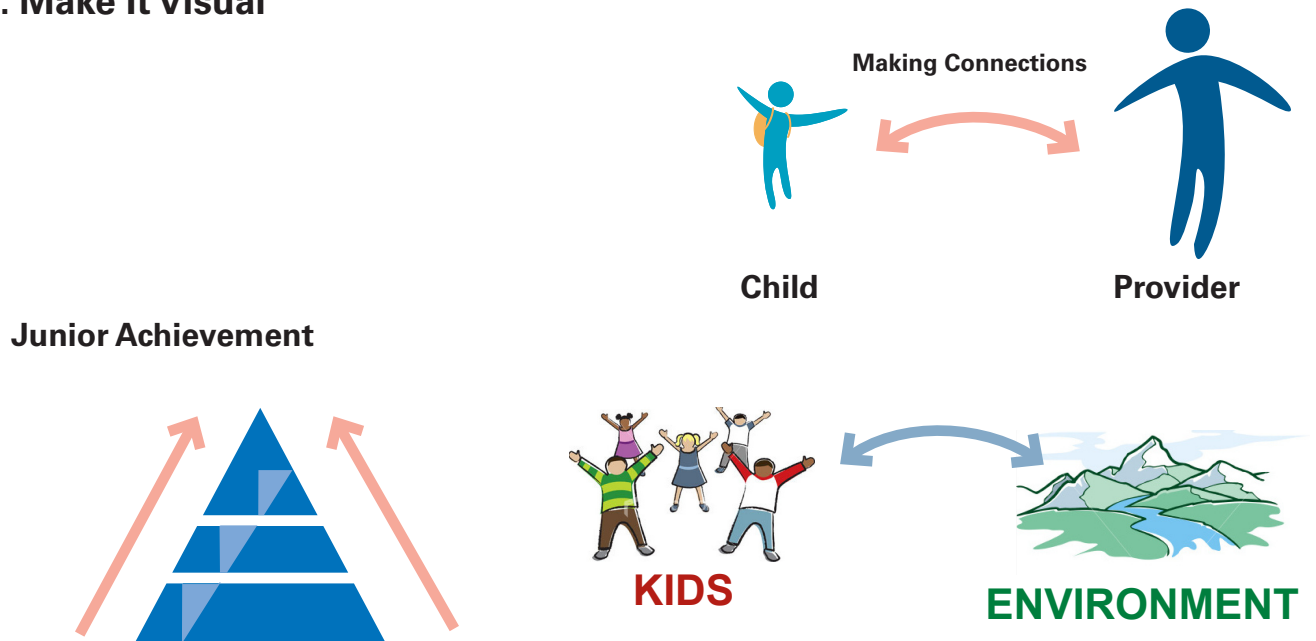
- Transforming (The Community)
- Changing (The Way we educate)
- Innovating (The Museum Experience)
- Ending (Homelessness)

## 3. **RULE OF**

# 3

---

## 4. Make It Visual



## 5. Metaphors, Mantras & Models

## 6. Stats & Stories

### Logic & Magic