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33 Ideas that Change the Fundraising Game

Tom Suddes, Founder
For Impact | The Suddes Group - *We show people how to raise money*
www.forimpact.org
E. tom@forimpact.org
P. 614.352.2505

33 Ideas that Change the Fundraising Game

1. Not-for-profit vs. For Impact



2. Impact Drives Income



3. Just Ask



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4. Just Don't Ask for Money
5. Only 3 Reasons for a Nonprofit's Existence
6. No More Mission Statements
7. Return on Investment
8. Think Big, Build Simple, Act Now
9. The \$100 Billion Opportunity
10. The \$100 Trillion Opportunity
11. BHAG's v SBUGs (Jim Collins)
12. The Napkin
13. The Rule of 3
14. 97/3
15. "Manage your energy... not your time"
16. Focus on relationships
17. Master Prospect List
18. Ideal Profile

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19. 3 Double Questions of Every Investor
20. Do the Math
21. *“Get the Right People on the Bus”*
22. On *the* board vs. on board
23. No More Peer-to-Peer Solicitations
24. The Funding Role of the Board
25. You’re in Sales. Get Over It!
26. The Triple Ask
27. QP \longleftrightarrow QP³
28. 3/10/20 = 33
29. Just Visit
30. Predisposition
31. The Last Investor
32. Ask Questions and Listen... Or Just Listen!
33. Share the Story and Present the Opportunity

For hundreds more ideas and more depth visit www.forimpact.org

About Tom Suddes:

Tom Suddes has 34 years of fundraising experience. He began his career in the Development Office at the University of Notre Dame in 1973. In 1983, he founded The Suddes Group, through which Tom has managed over 300 campaigns, raised over \$1 Billion, and made more than 6,000 one-on-one major gift presentations.

In 2003, he and partner Nick Fellers created ForImpact.org as a learning platform. It is a vehicle through which Tom, Nick and others show people how to raise money using the techniques and ideas developed 'in the field' with The Suddes Group.

Tom spends his time speaking, writing and training. This year he published his first book, *Take a Quantum Leap - The For Impact Campaign Manifesto* (available at forimpact.org).