**Kerry Suddes Training – Highlights**

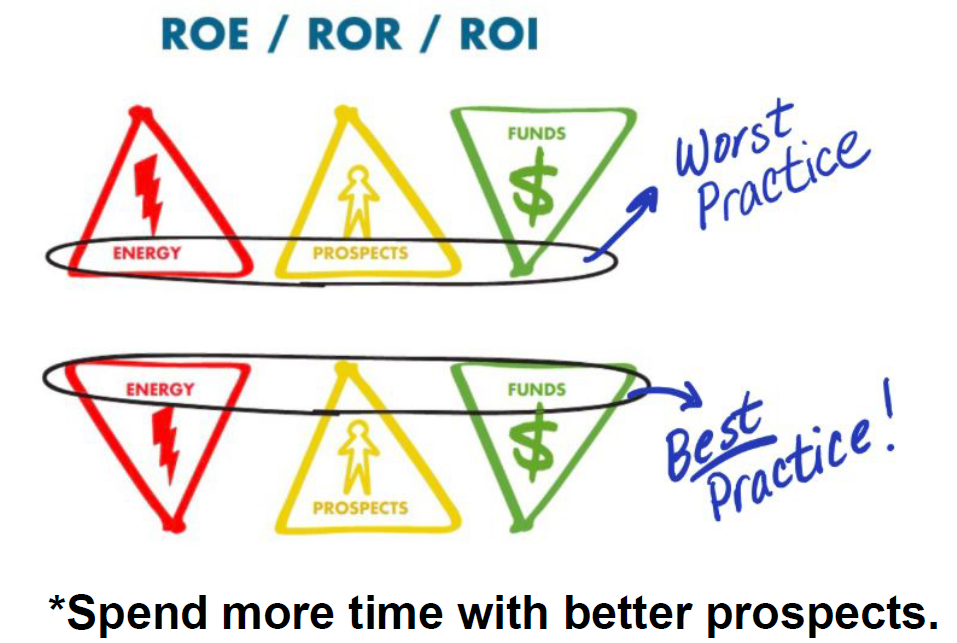






***THE Fundraising Secret = Just Ask!***

**97/3 Return on Energy**



**Have Altitude Awareness**

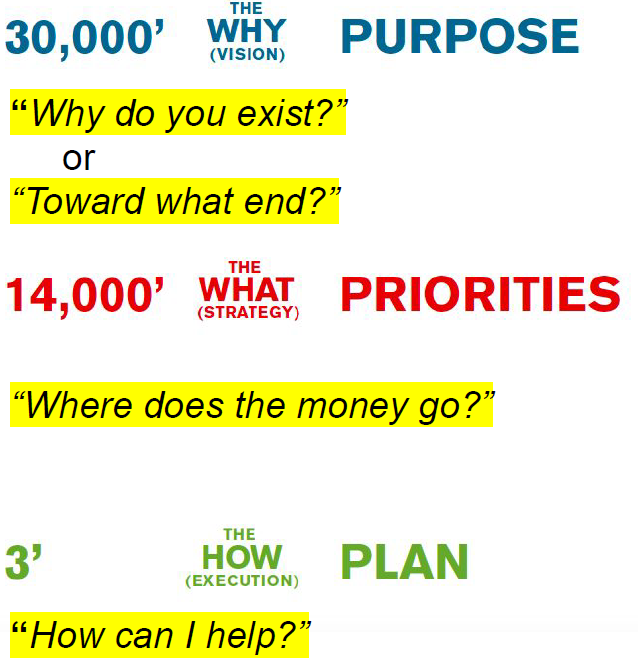
**30,000’ the WHY (Vision) Purpose**

**14,000’ the WHAT (Strategy) Priorities**

**3’ the HOW Plan**

***People will engage at the altitude of your choosing***

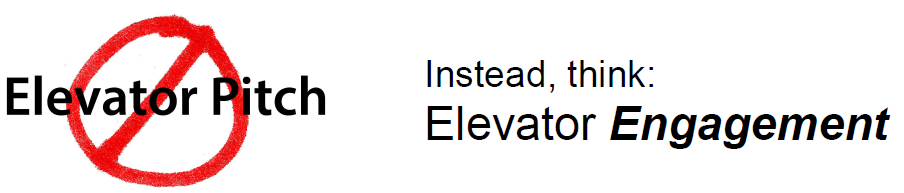
**3 Questions of Every Funder**



**An Answer to “How can I Help”?**

* Invest with a Commensurate Commitment
* Invite Others to Get Engaged
* Volunteer with Our Programs

**Engagement**

Creating Engagement

* Ask Questions
* Listen!
* Have a Visual



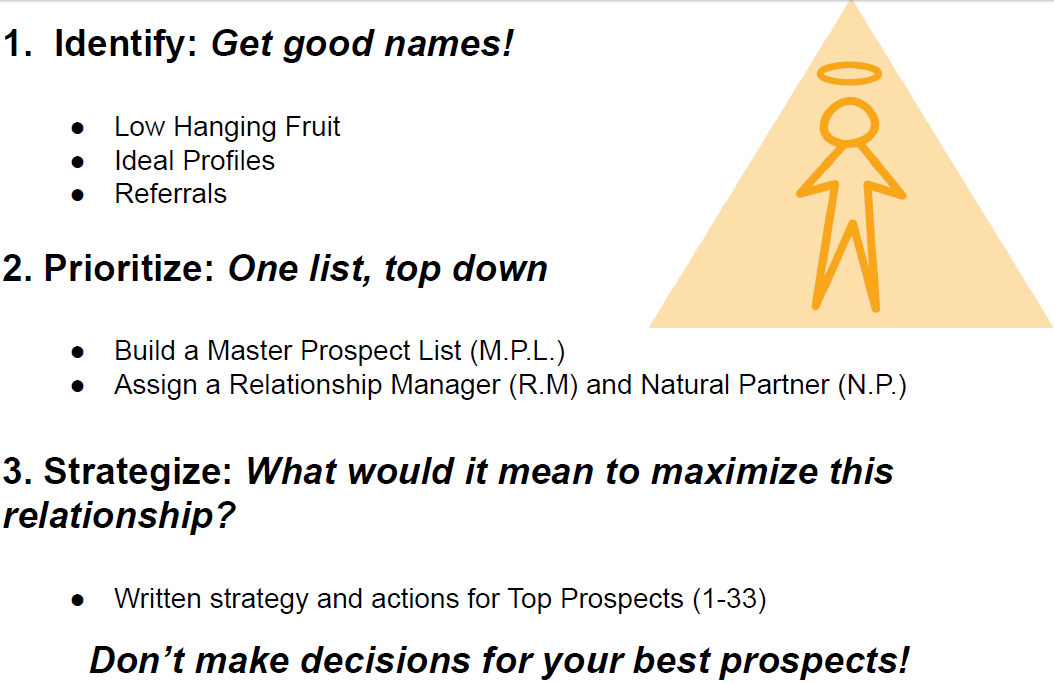


**Defining Qualified Prospects**

A Qualified Prospect Has:

* Relationship to Our Cause
* Capacity to Make an Investment

**Prospecting Process**





**The Funding Role of a JA Ambassador**

1. Be a Champion for Junior Achievement and the youth we impact!
   1. Thank you for your time and talent
   2. We need your voice to advocate for an empower our young people – to equip them with the skills and knowledge to be successful and pursue their dreams
   3. Help open doors to Qualified Prospects as a Natural Partner
2. Invite Others to get engaged with JA
   1. With a personal introduction to Sam, Chuck, Joss or other JA staff
   2. Invite to volunteer with you
   3. Invite to an event, or to tour JA BizTown
   4. Work with other Board Members to identify 1-2 “new” Qualified Prospects per quarter
   5. Review the Master Prospect List annually to see if there are people you can help predispose or introduce to the JA Development Team
3. Invest with a commensurate commitment
   1. Consider investing with a gift that is commensurate with your own personal capacity and passion for the impact