



## GETTING STARTED:

# The Assessment & Qualification Phase

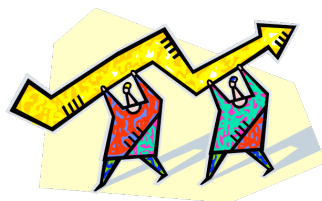
Our **free** Assessment & Qualification (**A&Q**) consulting phase is an in-depth business conversation to ensure your organization will benefit from a relationship with GGG.

You'll have many questions for us, and we have some criteria for a good engagement, too. **You can trust that our conversations will not be biased toward getting you to buy our system.** We need clients who can successfully use our system, so our interest in a serious, factual A&Q discussion aligns with yours.

**Why is it free?** Our goal is to have satisfied and successful customers. The A&Q phase is an in-depth, fact-centered exploration of how a relationship might work. During the A&Q phase, we'll work with you to assess these critical areas:



**Strengths & Resources:** Working together, we will identify your organization's social networking strengths, as well as key people you know who might be resources. These include key opinion leaders and people with strong networks. We'll jump off from our deck of "collectible" social network leader cards and our *Idea Book* to get our mutual thinking going. Our goal together will be to adapt these ideas to a plan for your organization.



**Fundraising Goal:** We'll talk about your organization's *realistically optimistic fundraising goal*. This is a number that we all feel, if most everything were to go right, your organization could realistically raise in 3 to 5 years. We feel our Enterprise social fundraising systems work best with organizations whose goals are \$5–10 million or higher. This is not a guarantee of results but a way to assess potential and organizational capacity.



**Budget Neutrality:** We're here to help you to raise serious money, not to break even. However, as with any new system, there will be a ramp-up to success. These days, we know it's easiest to try an idea when there's a tenable plan for budget neutrality in the first year of the engagement.