

*Byways.
Elevated.*

Pathfinder
Solutions

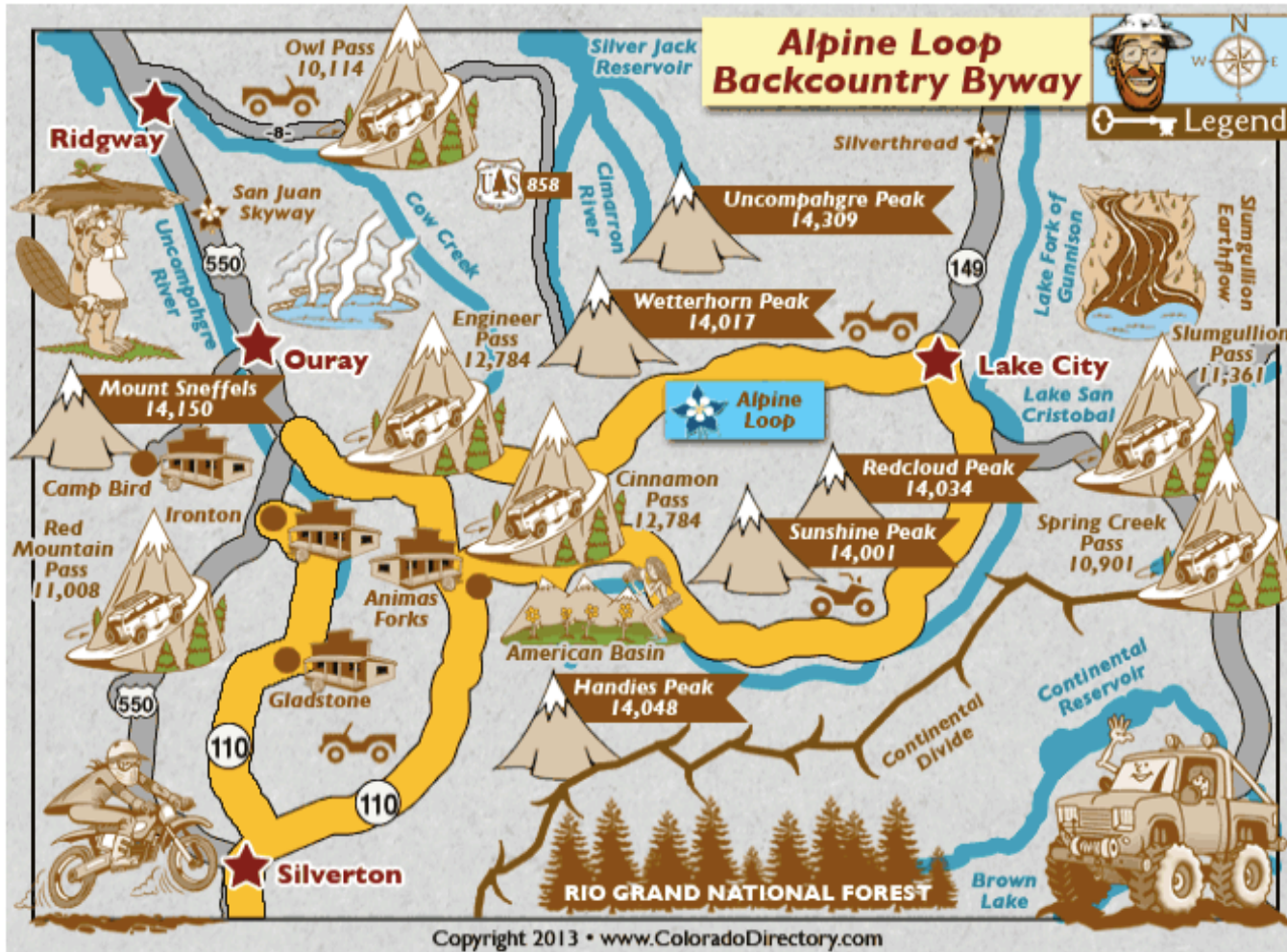


architecture
for cause careers





What's Your Value?



What's the Challenge?

- 128.2 Billion in Cuts
- Economic Uncertainty
- Charity as Surplus Not Substance
- 20% of All Businesses Contribute 80%
- 300% Increase in Requests
- Competition for Scarce Resources

What's your story?

- I'm loving it!
- It's the real thing
- Always low prices – always!
- M'm M'm Good
- Finger-lickin' good
- Head for the border!
- Just Do It!
- You're in good hands with ...



The Script of Asking

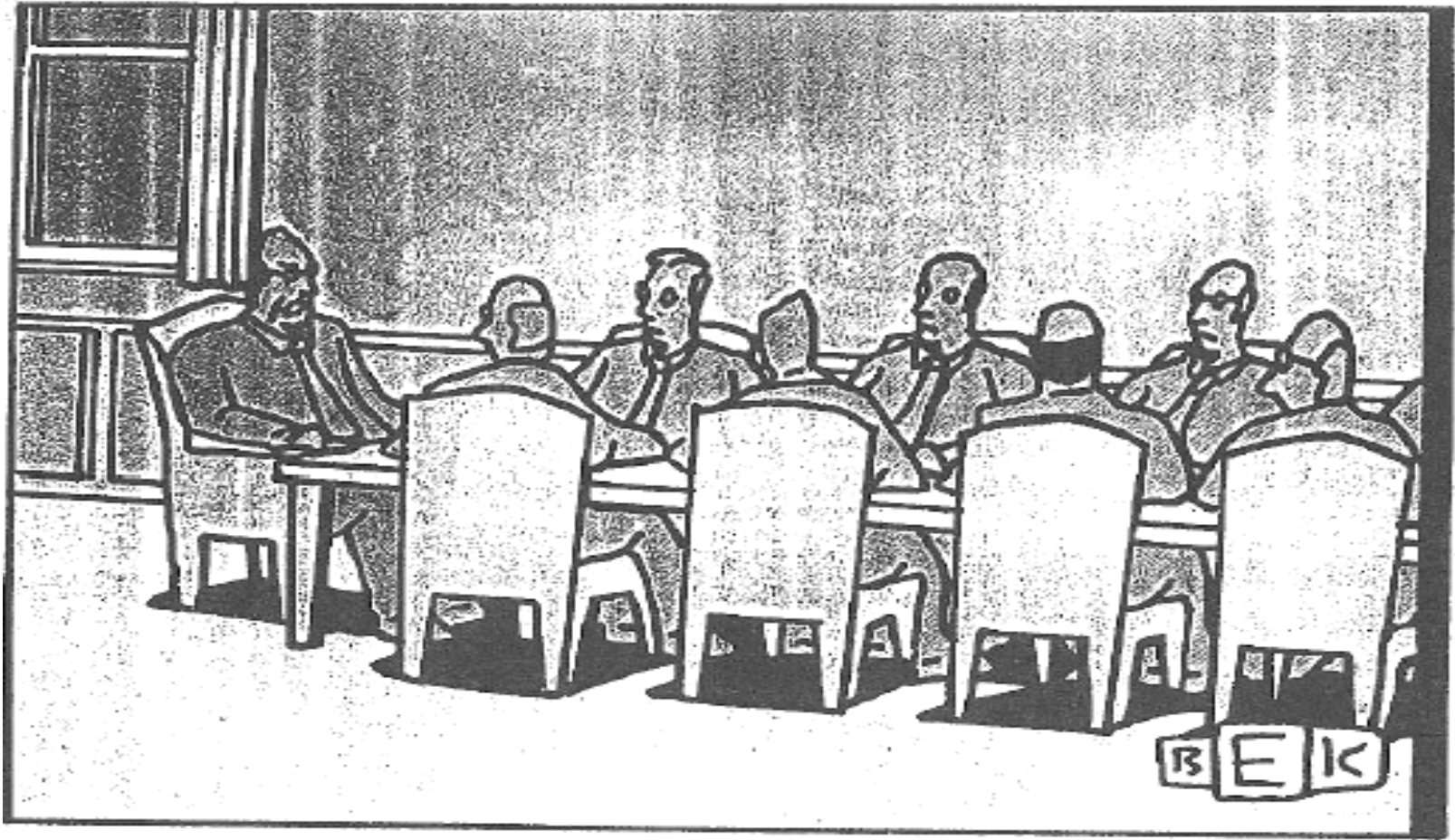


- Here is why *WE* are important! (Mission)
- Here is why you are important to *US*!
- Here is the relationship that we'd like to strike with *YOU*!
- Ask in 3's . . .

What's the Ask?

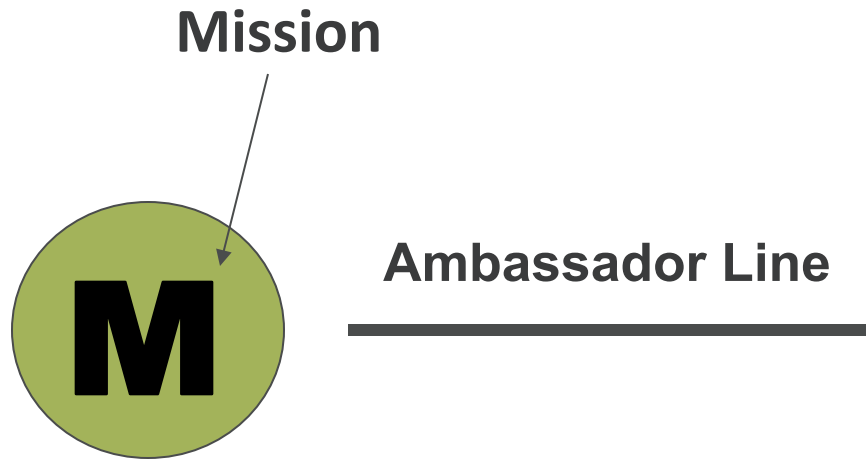


Find Your Ambassadors

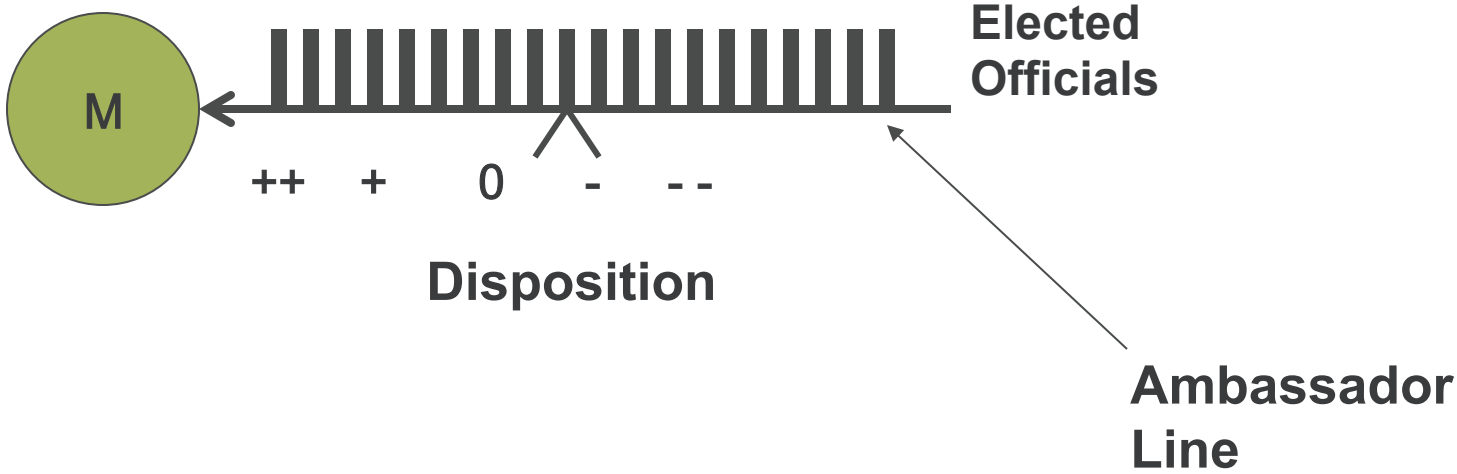


"It's unanimous. None of us are in favor of getting off our asses."

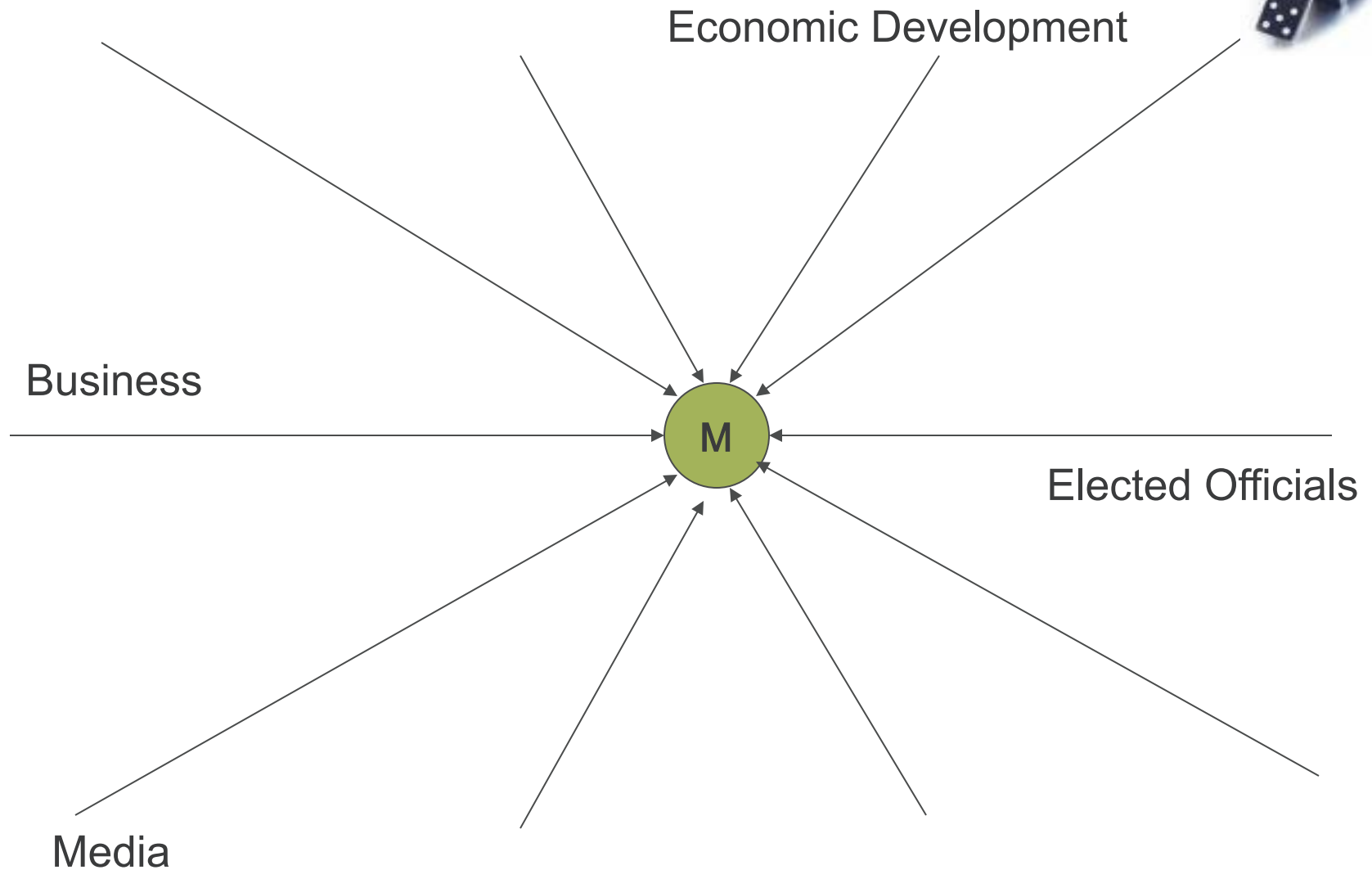
The Mission and the LINE



Sample Line



Who's Your Audience?



THANK YOU FOR YOUR TIME!

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