

**“ In this economy, investors are emphatically demanding action, progress, and results.”**

## Successful Fundraising in Challenging Times



### Forward Sheridan Sheridan, Wyoming

With new executive leadership in 2008, Forward Sheridan had developed a comprehensive community strategic plan covering issues such as economic development, affordable housing, workforce training, childcare, zoning and land use planning, and event and convention facilities. The executive committee selected Convergent to help secure funding for its five-year work plan.

The major obstacles which had to be overcome in this campaign were: (1) the greater population was unclear as to what the organization had accomplished over the past few years, if anything; (2) there was a very small pool of investors for the campaign in the community; and (3) the general feeling of unease and insecurity for the future of the economy.

We met these challenges head-on by providing education, support, and leadership in conjunction with the executive staff of the organization. Many businesses who were reluctant to offer support became investors after understanding the economic development process more fully and learning the role of an organization like Forward Sheridan. These investors were ready for results and progress. In fact, they were demanding it!

**Goal: \$1,400,000 | Raised: Over \$1,650,000**



**“Convergent did a terrific job managing our economic and community development campaign. I'm especially pleased that they were able to help us exceed goal in the midst of the severe recession and financial meltdown. I strongly recommend that any chamber or EDC that is planning a campaign consider hiring the talented professionals at Convergent.”**

Phillippe Chino | Former CEO  
Forward Sheridan