

“ We were hit hard, but the motivation was strong because the need was strong too.”

Successful Fundraising in Challenging Times



Greater Burlington Partnership Burlington, Iowa

The Greater Burlington Partnership is the economic development entity of Greater Burlington and Des Moines County. They had conducted three capital fundraising campaigns internally but wanted to ramp up their success.

In their 2008 campaign for debt retirement, downtown revitalization, economic development, and tourism, the organization brought Convergent in to lead.

This was a community that was going through tough times in the Great Recession, as were many like it. Overall, in 2008 they had less people working in their area than they had 20 years prior. Many of their manufacturing companies were hit extremely hard by the financial crisis. There was a sense of immense need.

But the motivation for positive change was strong too. The banks, hospitals, and construction companies were willing to put uncertainty aside and invest to help make these changes happen. In the end, this campaign generated more investments than the organization's first three campaigns combined.

Goal: \$1,500,000 | Raised: \$1,501,000



“They say desperate times call for desperate measures. We were in a time of great need. We knew that if we were going to change the trajectory, we would have to do something different. This campaign was our solution.”

Dennis Hinkle | Former CEO
Greater Burlington Partnership