

**“ If the community is hungry to do something, one leader can set the tone of the entire campaign.”**

## Successful Fundraising in Challenging Times



**JACKSONVILLE ONSLOW**  
ECONOMIC DEVELOPMENT

### **Jacksonville Onslow Economic Development Jacksonville, North Carolina**

We conducted a feasibility study in Spring 2008 for Jacksonville Onslow Economic Development and launched their campaign that Summer. The economy crashed that Fall. But though this area had never done a capital campaign before, they were hungry to diversify their base of businesses and succeed.

As the Jacksonville Daily News reported: “What's needed, at least in the eyes of the business community, is a way to spread the growth to other sectors of the economy – including industrial, retail, and service – so that progress is spread across the county. The goals are to create jobs, because as the population grows so will employment needs; and to improve the quality of life, because higher wages can help create better living conditions for everyone.”

One of the keys to our success in this community was educating its leaders about the five-year economic development plan. We made sure they understood that the check they wrote was not a gift or donation, but instead an investment in their local economy for which their business would see a return.

**Goal: \$600,000 | Raised: Over \$1,200,000**



**“When my Board decided to go forward with our first campaign, I knew the canned approach wasn't their preference. We wanted something customized to our unique circumstances, and the folks at Convergent provided exactly that. Given the economy, we were uncertain about our potential success, so we were blown away when they doubled our campaign goal!”**

Jim Reichardt | Former CEO  
Jacksonville Onslow Economic Development