

“ Two ways to look at this – we go down the drain with the economy or we look up and be ready for recovery.”

## Successful Fundraising in Challenging Times



## Wayne County Development Alliance Goldsboro, North Carolina

Wayne County Development Alliance, located in rural eastern North Carolina, was primarily a county-funded entity. The EDO had a traditional business recruitment model along with a small membership base that was annually invoiced. People supported them through these \$100-\$500 annual dues because it was the “right thing to do.”

This community wanted to get to the next level. Spending \$20 in manpower and supplies to get \$100 back would not get them there. They had plans to take their efforts private, become a 501c3, and have the business sector much more involved in providing insight and growth. They were interviewing fundraising firms for their first capital campaign. Then the recession hit.

These plans did not go on hold. They knew the economy would recover and wanted to be on the forefront of that turnaround. This confidence served the organization well and set the tone of their 2009 feasibility study and 2010 capital campaign.

Former President Joanna Helms appreciated that Convergent worked diligently to set a realistic goal of what could be done in their market. She and her Board were also happy to have Convergent doing the heavy lifting on the fundraising campaign so they didn't have to make it their full-time job.

**Goal: \$1,200,000 | Raised: Over \$1,488,000**



“We wanted to have the resources in place for recovery or we would be even further behind. Convergent’s ROI approach told our investors not that it was the ‘right thing to do’ to invest in our campaign but exactly how it would impact Mr. Banker and Mr. Car Dealer.”

Joanna Helms | Former President  
Wayne County Development Alliance