

**“We can rebuild our economy, but we must lead the community through the process.”**

**Successful Fundraising  
in Challenging Times**



**Thomasville Area Chamber of Commerce  
Thomasville, North Carolina**

NorthBridge Bank approached Thomasville Area Chamber of Commerce President Doug Croft with an offer in 2008. They planned to construct a new banking center on a neighboring lot, and they wished to donate their existing building to the Chamber. The Board of Directors decided to leverage this donation into a five-year plan to reverse Thomasville’s recent economic woes and declare their community, “open for business!”

The Chamber asked Convergent to conduct a feasibility study and the first capital campaign in its 60-year history – all during the worst economy in 80 years. There was no outside help or government coming to the rescue. The Chamber had a vision and developed specific strategies. They then took the time to invite input and feedback on these strategies in a feasibility study in October 2008.

The campaign was launched in March 2009. Investors reacted positively to the Chamber’s leadership and bold efforts. They were pleased to see that specific input provided on the feasibility study had been incorporated into the strategic plan and vision. Business leaders’ voices had not fallen on deaf ears. They could see how their investments would advance the organization and the community.

**Goal: \$900,000 | Raised: \$1,037,000**



**“While it’s safe to hunker down in uncertain times, it might be best to stretch out and take a chance. Don’t wait for the cavalry; BE the cavalry. A strategic initiative that leads, even with calculated risk, will likely prove to be investment worthy.”**

Doug Croft | Former President  
Thomasville Area Chamber of Commerce