

Create a Sense of Urgency for your Fundraising Campaign

Successful fundraising campaigns capitalize on a sense of urgency, a sense that new programs are needed now! Often there is a timely issue or challenge confronting the organization that is addressed in the campaign to give it that urgency. The challenge becomes an “opportunity” to rally support for the campaign. For instance, a disease epidemic may be confronting a health-related agency. A college might be in the middle of a faculty “crisis” that points out the need to upgrade faculty salaries.

What trends are impacting your organization now?

What specific challenges is your organization currently facing?

How can these trends and challenges be turned into rallying points for a fundraising campaign?
