



Building Fundraising Momentum in a Recession: A Blackbaud Desktop Reference

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It's "survival of the fittest" today, but that doesn't mean you have to be one of the proverbial big sharks to make it. What matters more than your size (and current funding) is how you adapt and react to the stormy economic seas. After all, the best time to seek sustenance isn't necessarily when the skies are blue and the fish are plentiful — perhaps it's when you're the hungriest. There is hope. Throughout the hardest economic times in recent history, philanthropic giving has remained strong. The reasons people give don't change during a recession, but you may need to tweak how you identify and cultivate donors to keep your momentum up. There's no better time to step up as a leader and practice smart, effective, and efficient fundraising. In these pages, you'll find time-tested strategies and thought-provoking commentary to help you not only stay afloat, but moving forward full-throttle!

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