

A circular inset image showing two hands shaking over a background of US dollar bills. To the right of the handshake is a small icon consisting of three 'X' marks and a circle with an arrow, representing a strategy or process.

FUNDRAISING & CAPITAL CAMPAIGN SERVICES

Assisting members develop a capital campaign with Convergent Nonprofit Solutions

We know raising funds for your organization's needs can be stressful. The goal-setting process for a capital campaign needs an effective strategy. Without it, a building may not be completed; a renovation could be curtailed, or some physical asset that is desperately needed may not be provided.

Western Healthcare Alliance (WHA) partners with Convergent Nonprofit Solutions for industry-leading expertise in all areas of fundraising, offering WHA members Capital Campaign Services, Early Engagement Services and Funding Feasibility Services to assist members in their fundraising activities.

How Convergent Nonprofit Solutions partners with you

Convergent's comprehensive campaign management services minimizes the burden on you and your staff. They strategically focus on a small number of tasks that can have an outsized impact on results—without a substantial time commitment. Convergent maximizes funding by complementing traditional emotional appeals with strong rational approaches for support. Utilizing a different angle to fundraising, the Investment-Driven Model™ is designed to position clients as an investable community asset. By demonstrating value, benefits, outcomes and ROI, they are able to move members to the front of the funding line in a competitive, fundraising environment.

Convergent Nonprofit Solutions can help you:

- ▶ Determine if your organization has the foundation in place to ask for large, meaningful dollars. Many organizations need help developing credibility, fundraising skills, and/or outcomes necessary to achieve funding success.
- ▶ Develop a long-term major gift program to ensure the longevity of your organization and/or program.
- ▶ Handle the day-to-day responsibilities of developing and/or communicating outcomes to funders.



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Collaborating to Improve Community Healthcare

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