

Mid - Course Corrections And Problem Solving

***What Can You Do To Cover A Projected Shortfall
And Get A Campaign Back On Track?***

1. Solicit a matching - challenge contribution to inspire and compel gifts of others.
(A matching - challenge gift would greatly assist in carrying out all of the following steps, but even without a matching - challenge gift, the following steps must be considered)
2. Ask Trustees and campaign leadership to increase their gifts.
3. Increase the suggested giving for prospects yet to be solicited.
4. Identify additional prospects to be solicited.
5. Go back to selected donors who have already given and ask them to increase their gifts.