



# Strategies for Success

Smart fundraising ideas from Hartsook

## Somebody is Making Money... All the Time



During every recession and economical setback since the 1970s—three times in the '80s, another three in the '90s, and twice since 2000—Hartsook has continued to raise more money with its clients than any of its competitors.

Here's why: We don't follow trends. We swim upstream. For over three decades, Hartsook has consistently raised money counter to trends, projections, and assessments.

We have continued to raise money throughout every economic cycle by following three proven fundraising facts:

### **Somebody is making money all the time**

There's the residential apartment owner whose banker is telling him to raise his rents, because his occupancy is too high. There's the petroleum transporter whose family has been in the business for 80 years. There's the banker who works at his family's privately held bank, but gives to nonprofits via his own family foundation. At Hartsook we understand that in every economy, someone is making money. As a Fortune 500 CEO once said: "I've been watching Hartsook for twenty-five years. It's not just a business, it's a culture. Hartsook finds money when other consulting firms and nonprofits are wringing their hands."

### **When everyone is moving in one direction, opportunity often lies in the opposite direction**

Sam Walton taught me more than twenty years ago, when everyone is moving in one direction, go the other way. Our antennas go up at Hartsook when we hear people say, "Nobody's giving money away!" That's when we press in. In December of 2009, when others pulled back, we raised over \$147 million for twenty-one clients. While other consulting firms gave up, our clients cleaned up.

### **Stay the course**

Whenever we hear dire projections for the future, we remind clients to stay course. Throughout recessions, elections, crises, and catastrophes, Hartsook has continued to guide its clients to greater and greater levels of success.

If you're ready to learn how Hartsook can help your organization reach its full fundraising potential, email us at [info@hartsookcompanies.com](mailto:info@hartsookcompanies.com).

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