

Good Advice...Create a Sense of Urgency

Are you raising money, engaging others in your community, or recruiting volunteers? If so, it's critical to create a sense of urgency around their positive response to help. The following steps will make all the difference in engaging others, whether you are recruiting for a one-time event or promoting an important cause:

- Set a deadline for a response;
- Create incentives or rewards;
- Promote a print date or utilize an event where recognition will occur; and
- Provide the facts of what will happen (or will not happen) if they decline or don't respond.



We recently managed and promoted two events to publicly recognize those companies in the region who had participated in clean air initiatives.

We communicated deadlines, made repeated follow-up calls and sent e-mails, and even helped with the completion of applications -- all with a sense of urgency regarding the two upcoming events and the print ad recognition that would follow. A record number of winners attended the presentations in Fort Worth and Dallas. Without the recognition, events, and print deadlines, we might still be trying to get those corporate leaders' attention to cleaner air for our region!

Engage and succeed,

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P.S. "Good Advice", a regular series of tips and tools to help you advance your cause, will land in your inbox about every three weeks. We hope it's helpful and we invite you to pass it along to others.

*Celebrating 15 years of service to distinguished nonprofit executives
and community leaders of North Texas*

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**How do you struggle with engaging people with your mission?
What's the hardest audience for you to reach?**

Email Lerii