



Time to face the final curtain?

So this is it. We've reached advert number 16 out of 16.

And what an extraordinary response we've had! Thanks to the many of you who told us how much you've enjoyed them. Particular thanks to the reader who expressed their love of these ads in their response to the *Professional Fundraising* Readers' Survey. That was a real boost for us.

I was at the International Fundraising Congress in Holland last week and had the pleasure of spending time with one of fundraising's greats, Simon Burne, ex-Chair of the IoF, now a consultant with Think. He asked if we'd written them all in advance of the campaign. Oh how I laughed. Week after week there have been last minute panics as we've realised that another deadline was upon us. At least three were written on a Sunday night with our Monday lunchtime deadline looming.

Of course, if we were prone to the usual agency guff, we'd pretend that it was all carefully thought through and we knew we'd get a great response. But we're not... and we didn't. We took a step out

into the dark, not knowing if the concept would work or whether we had enough material.

And if there's a lesson in this ad for fundraisers, maybe that's it. Sometimes you've got to take a risk, start out on a journey without knowing where it'll end. If you've got an idea which feels good, don't worry whether it's tried and tested. You can't innovate without risk. And you can't succeed in the long-term without innovating.

So what happens now?

Well, we can't help ourselves. We're going to carry on! We've got a few ideas for more ads... but we could do with your help. If there's a subject you'd like us to address, drop me an email. And if we've got something worthwhile to say about it, we will. Hell, we'll even send you a little pressie for your trouble if we use your idea.

So, watch this space. Literally. Page 7 of *Professional Fundraising* is soon to feature advert number 17 in our series of 16. We hope you can join us.

“We passionately believe advertising has a future, but only if we stop interrupting what people are interested in and be what people are interested in.”

J Walter Thompson

Email me if you'd like to hear more.

**Steve Andrews
Chairman**

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This is the sixteenth advert in a series of 16. You can view the others online at www.whitewater.biz

a window into

whitewater