

A window into
whitewater

It's time to move on

As suddenly as they started, our *Window into Whitewater* adverts are ending with this one. It's time to move on.

But fear not! You can still access Whitewater's incisive view on the fundraising world in two great ways...

First up, check out our fab website: www.whitewater.biz. When we launched it last September, it had 1,200 unique visits per month. By February, that had risen to an astonishing 14,000! Stripping out the 742 visits from my Mum, you've got to admit, that's still pretty good.

Did you know that you can win a £100 donation to the charity of your choice and a £50 Amazon voucher – for you – if you're subscribed for email updates? Oh yes you can. And our first winner was Natasha Hopkins of St Margaret's Somerset Hospice who has donated her £100 to a charity very close to her heart: St Margaret's Somerset Hospice. No news yet as to how she's spent her voucher but I'll keep you posted.

The second great way is to attend one of our fortnightly FREE seminars here in our office, on "The Future of Fundraising." For the next few months, we're focussing on the following great subjects (with a third to be announced soon):

1) "Dorothy Donor is dying. Wake up to the Baby Boomers." Natalie Ness, Legacy Campaign Manager at the RNLI (no less), was recently overhead in a bar saying, "When Whitewater talk about the Baby Boomers, fundraisers need to listen. They have an incredible insight and understanding of how to get this generation giving again." Blimey. It sounds like you should come along.

2) "There once was an Ugly Duckling." OK, so we've helped the Motor Neurone Disease Association to raise £1 million through in memoriam fundraising. But how much could we help you to raise? Come on over to our place and we'll share.

Dates and times are available from my colleague, Maria Bavio, at maria@whitewater.biz

So come along and interact with us on-line and in-office. We're planning on having our best year yet and want you to share in that.

Cheers



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Advert number 36 in a series in which the Whitewater team share what's on their minds. To look at this and previous ads, join us online at www.whitewater.biz

“When Whitewater talk about the Baby Boomers, fundraisers need to listen. They have an incredible insight and understanding of how to get this generation giving again.”

Natalie Ness
Legacy Campaign Manager, RNLI

Outstanding service
Breakthrough results
Inspirational fundraising

