Development

Donald Kirkwood
Assistant Dean, Institutional Advancement
Fox School of Business
Factors Influencing Successful Fundraising

- Case for Support
- Prospect Pool
- Leadership
- Resources
- Environment
Prospect Pool

Size
Quality
Propensity
Engagement
Stewardship
Leadership

Dean

Assistant Dean

Board of Visitors

Volunteers

Faculty
Resources

People
Budget
Systems
Environment

Stock Market

Donor Sentiment
Case for Support

“The Case for Support is the anvil on which every successful fundraising effort is hammered out.”

• Operational vs. Aspirational
• Needs vs. Opportunities
• Vision vs. Dollars
• Impact!
# Building the Case for Support

<table>
<thead>
<tr>
<th>Students</th>
<th>Faculty</th>
<th>Ideas</th>
<th>Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$  5M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$  2M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$  1M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$500K</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250K</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100K</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$  50K</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$  25K</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>