

## CLIENT CASE STUDY

# Meredith College

Meredith College is a liberal arts college and coeducational graduate school located in Raleigh, NC, committed to enhancing their students' strengths, broadening their perspectives, and preparing them for lives of impact and distinction.



### THE CHALLENGE

Meredith College was in year four of a six-year capital campaign with a goal to raise \$75 million. The Major Gift Officer team was not being as aggressive or productive as was necessary to achieve their ambitious fundraising goal. Even more challenging, the college had already been working with a capital campaign consultant for four years.

Meredith College's VP of Development knew his team needed inspiration, training, and assistance to cross the finish line. They hired Bill Crouch and the BrightDot team to take the college's capital campaign to the next level.

### THE SOLUTION

BrightDot utilized their Development Star Assessment to uncover the thinking style, behavioral traits, and interests/passions of each Major Gift Officer.

Over six months, BrightDot served as the team's accountability and training partner, and created a comprehensive fundraising plan. Throughout the training process, BrightDot provided individualized tools and ideas to build team members' confidence and improve connections with potential donors. One Major Gift Officer, in particular, obtained several \$1 million gifts, as well as a \$6 million gift.

**\$90**  
MILLION  
RAISED

THE RESULTS  
\$15 MILLION  
OVER GOAL

"I've been through four capital campaigns in my career and this last one led by Bill Crouch and the BrightDot team was by far the most successful and rewarding of them all. Budgets are always tight, but if your team learns one new strategy, utilizes one new tool, or identifies one new prospect that results in much larger gifts, then the investment is well worth it. Bill and BrightDot are well worth it."

Lennie Barton, VP of Development  
Meredith College