

CLIENT CASE STUDY

Hugh Shelton Center for Leadership

The Hugh Shelton Center for Leadership was founded by General Hugh Shelton, to pay forward to his alma mater, NC State University. HSCL offers scholarships, camps, developmental training sessions, and other educational programs.



THE CHALLENGE

The Hugh Shelton Center for Leadership (HSCL) needed greater engagement and larger fundraising gifts from board members and their networks. Their efforts and donors needed to “rise to a new level.” Recognizing that they needed to provide more significant training and a foundation to improve overall board productivity, HSCL hired BrightDot to implement a double-pronged strategy over the course of two years.

THE SOLUTION

BrightDot developed seven accountability requirements that the HSCL board members’ performance would be measured against. Our team created an interactive retreat led by CEO, Bill Crouch. In the intensive training, Bill walked the board members through the requirements and gave them an invaluable game plan to follow.

The BrightDot team also recommended the creation of a small second board consisting of high-wealth individuals and/or influencers who would only meet twice a year. They would only have one focus: find individuals who could make a six- to seven-figure gift to HSCL efforts. The decision was made to name this new group “The General’s Cabinet.” Today, five individuals make up the cabinet and several of these gifts have already been realized.

THE RESULTS

THE GENERAL’S CABINET
RECEIVED THREE MAJOR
GIFTS RANGING FROM

\$500K-\$1M
IN THE FIRST YEAR

CLIENT FEEDBACK

“I had an absolute amazing experience working with Bill Crouch. The ideas he brings to the table are very forward thinking and he has helped us move the Shelton Leadership Center light years ahead. His vast experience is far superior to any other company I’ve worked with in over 50 years. Bill is very deserving of all of BrightDot’s successes.”

General Hugh Shelton, Founder
Hugh Shelton Center for Leadership