



CLIENT CASE STUDY

Forsyth Tech Community College

Forsyth Tech has served the citizens of Forsyth and Stokes counties since 1960. The school began as the Winston-Salem/Forsyth County Industrial Education Center, offering vocational instruction and training in skilled trades. Today, as Forsyth Technical Community College, they still offer those programs, as well as corporate training, personal enrichment classes, and much more.



THE CHALLENGE

After conducting an initial Forsyth Tech assessment and a feasibility study, BrightDot presented comprehensive plans for a capital campaign. The goal was lofty: \$13 million. This posed an overwhelming, yet necessary, challenge for the Forsyth Tech team.

THE SOLUTION

BrightDot meticulously outlined the steps Forsyth Tech would need to execute a successful capital campaign. At the heart of the plan was Bill Crouch's unique approach to building relationships with donors and the community. The BrightDot team recommended a significant infrastructure change within the college that proved very successful in Forsyth Tech's fundraising efforts.

BrightDot also trained the 25 members of the Foundation Board, the 12-member Board of Trustees, and a development staff of six. For an organization to achieve maximum results, there must first be ambition, passion, and trust.

THE RESULTS

FORSYTH TECH **EXCEEDED**
THEIR FUNDRAISING GOAL

RAISED OVER
\$13 MILLION

CLIENT FEEDBACK

"Working with Bill Crouch and BrightDot was an exceptional experience. Bill merges his background of 20+ years as a college president with a unique systematic approach to fundraising. This training wasn't just about the money, it was about establishing strong relationships in the community, which is extremely valuable."

Gary Green, President
Forsyth Technical Community College