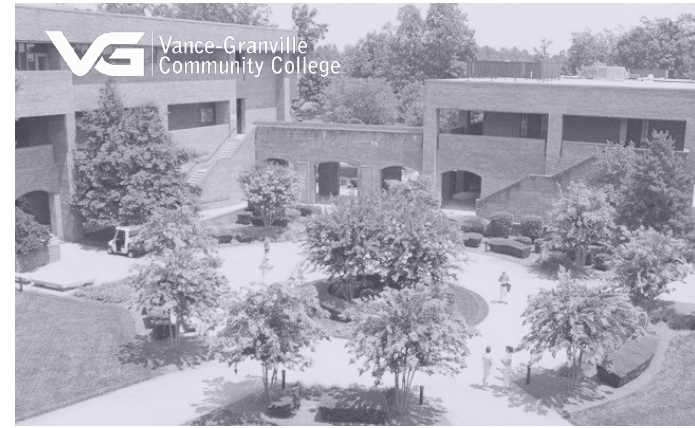


CLIENT CASE STUDY

Vance-Granville Community College

Established in 1969, VGCC offers more than 40 curriculum programs, in which students work toward certificates, diplomas, and degrees. Area residents and businesses can take advantage of a variety of continuing education opportunities, as well as the high school equivalency and adult high school diploma programs.



PROJECT SCOPE

BrightDot was hired to conduct an organizational assessment to uncover missing opportunities and identify areas for fundraising performance improvement. The assessment was conducted by Michael Strader, BrightDot partner and vice president, and Allison Crouch, senior client executive.

“Michael Strader was very knowledgeable, taught us so much, and generated a lot of excitement. BrightDot made an exceptional impact on our college and fundraising success. We highly recommend them and would work with them again.”

Tanya Weary
Executive Director
VGCC Foundation

ACHIEVEMENTS

The BrightDot/VGCC partnership, guided by Michael Strader, spanned two separate phases that resulted in numerous achievements, including:

- BrightDot’s engagement in the interview, selection process, and successive leadership coaching of Tanya Weary, the VGCC Foundation’s new executive director.
- Creation and execution of two successful short-term, multi-faceted fundraising campaigns:
 - **Employee campaign.** The goal was to improve participation. The result was an increase from 5% to 50% employee participation.
 - **End-of-year campaign.** This was an uncovered area of need for the school. The college achieved its fundraising goal (and over a quicker period of time than anticipated).
- Stewardship coaching and the establishment of a Distinguished Alumni Award program to encourage engagement with former students
- Compilation of a fundraising resource manual that included resources and best practices for major gift fundraising and accountability
- Launch of a Women in Philanthropy Task Force which quickly began attracting community interest