

SETTING THE STAGE FOR GIVING

PROJECT PROFILE

Project: Lourdes College

Location: Sylvania, Ohio

Campaign Goal: 3 million

Campaign Result: 4.5+ million



History:

Beginning in 1943 as an extension campus of the College of St. Theresa, Winona, Minnesota, Lourdes Junior College was founded in 1958. Originally established to educate sisters of the Franciscan community, Lourdes College began to admit lay women in 1969 and lay men in 1975.

Located in Sylvania, Ohio, and rooted in the Franciscan tradition, Lourdes College offers baccalaureate degree programs in Arts and Sciences, Nursing, and Professional Studies including business, education, leadership studies, and social work. Lourdes also offers graduate degrees in Education, Organizational Leadership, and Nursing. Lourdes is a private college offering a distinctive educational experience at an affordable price, giving graduates a lifetime of opportunities.

In the Fall / Winter of 2005, THE HODGE GROUP conducted a comprehensive feasibility study for Lourdes College. The case tested was for the construction of a new multi purpose classroom building. This building marked a rebirth of Lourdes College that had struggled in recent years, but was now experiencing dynamic enrollment growth.

Top Three Outcomes from Development Assessment

1. The need to create the appropriate opportunities for commemoration on campus
2. Demonstrate that philanthropy and a culture of philanthropy can be a key part of the life of the College
3. The importance of the Board to take comprehensive ownership of the fundraising program

During the Spring of 2006 planning and implementing the first major campaign for Lourdes College commenced. This effort focused on developing a comprehensive set of commemorative opportunities. These commemorative opportunities had not previously existed and became a driving force around what was an extremely successful campaign.

Criteria for Success

Early, focused and intimate engagement with the Board allowed the Board campaign to set an all time giving record by a factor of 10. Further, well-designed commemorative opportunities allowed Lourdes College, for the first time, to demonstrate to the community that philanthropy was an important part of its future.

One of the most remarkable parts of this campaign is that **100% of the faculty and staff participated**. The faculty and staff portion of this campaign was among the best designed and implemented faculty and staff campaigns that any college or university has ever done. No member failed to willingly make a contribution to this campaign.

THE HODGE GROUP



setting the stage for giving