

Bernheim Arboretum and Research Forest Clermont, KY

Over its sprawling 14,000 acres, Bernheim Arboretum and Research Forest boasts a nationally recognized arboretum, beautiful gardens, nature centers and 30 miles of hiking trails. This natural preserve, originally gifted to the state in 1929, needed to address some issues.

Mike Nolan, Development Director, said, “We conducted some visitor surveys, and they revealed that we had some issues to face.” Issues such as improved visitor navigation, new outdoor exhibits, new educational facilities as well as research partnerships with local universities all needed to be addressed.

“We hired The Covenant Group to do a feasibility study as well as get us through the quiet phase of a fundraising campaign,” Mr. Nolan said. “We were trying to get a handle on what a feasible goal for fundraising might be. Of course, we had our dream list of everything we would like to do, and Dr. Moisan helped us focus our efforts to maximize the effectiveness of this campaign.”

Mr. Nolan continued, “Len gathered very useful data from the community. He spoke with foundation directors, potential donors, even CEO’s of local corporations. He provided us with a confidential report based on his findings that helped us clearly identify the issues that we needed to address. And he did all this very quickly, in less than six weeks.”

“The Covenant Group then helped us begin the campaign by organizing a board campaign to jump-start the giving. One of the key things that Len heard from people was that their giving would be dependent upon how involved our board members were in the initial giving. So, Len helped us set a goal of \$1.25 million in board donations. Through his efforts, we have received 100% involvement from our board! Over \$1.3 million has already been donated by the Board and \$4 million total in the first year. Len really got us off to a good start.”

Results

Provided accurate feasibility study

Clearly identified key development issues

Exceeded board giving goal and 80% of total \$5 million campaign goal in the first year