

Actors Theatre Louisville, KY

The recently completed Actors Theatre of Louisville capital campaign achieved amazing success. “We beat the original \$12 million goal by \$1.5 million,” said Christen McDonough-Boone, Director of Development.

In addition to the \$13.5 million raised in campaign gifts, Actors Theatre also generated \$3.5 million in annual commitments. “Dr. Moisan instructed us to ask for the campaign and annual gifts at the same time”, said Todd Lowe, President of the Board. “This strategy obviously worked.”

In 2004, The Covenant Group conducted a feasibility study for Actors Theatre. “The feasibility study process was really helpful, especially to the strategic planning phase of the campaign” said McDonough-Boone. “The interviews and ground work completed by The Covenant Group helped us craft and then refine our case statement, uncover new donor sources and word our case in a way that helped generate people’s interest and involvement.”

Lowe agreed, “The organizational skills that The Covenant Group brought to the campaign were very helpful. They showed us how to plan, implement, really determine the nuts and bolts of the campaign.” Both cited following the campaign plan as key to achieving results. Lowe stated, “Dr. Moisan convinced us that following the campaign plan was crucial”.

In addition to campaign planning, the counsel provided by Dr. Len Moisan of the Covenant Group was extremely helpful in each stage of the campaign. “I really appreciated Dr. Moisan’s counsel throughout the campaign process, and even now I still call him for input at times,” stated McDonough-Boone.

Both people noted that they would not hesitate to call The Covenant Group again for campaign services or to recommend them to other organizations seeking campaign counsel. “The Covenant Group is dependable, creative, thoughtful and extremely serious about what they do,” remarked Lowe. “They have a terrific record of structuring and conducting campaigns that exceed goals.” McDonough-Boone added, “The level of experience, support and professionalism Dr. Moisan and his team brought to our campaign helped to ensure our success”.