

Ursuline Campus Schools

Louisville, KY

Ursuline Campus Schools is a unified system of five schools situated on 48 scenic acres in Louisville, Kentucky. Charlie Francesconi, President, used The Covenant Group's expertise to "add professionalism and structure to our development office."

Operating within the framework of five separate schools, the Ursuline Campus Schools' development office had not been formally structured to provide maximum success. Mr. Francesconi stated, "We wanted Dr. Moisan's help in rethinking our entire development function – from how we went about setting development goals to establishing proper roles for our development and administrative staff."

Mr. Francesconi continued, "Len showed us how to organize our annual fundraising calendar – how to identify what should happen during each part of the year. He helped us increase board involvement in both the fundraising events and the annual campaign. One of the biggest changes we made was to abort several small fundraisers and pool our resources to more effectively execute several larger scale efforts. Dr. Moisan was instrumental in laying out the annual fundraising process and helping us communicate the importance of formalizing that process to our board members and constituents."

The Covenant Group realizes that change can be unsettling. That is why when we make recommendations we supplement them with real-world advice on how to communicate these changes to your stakeholders and how to implement them in your organization.

"Using our existing staff, Dr. Moisan helped us more than double our annual giving over the course of just two years. If I could do it again, the only thing I would change about my experience with The Covenant Group is I would do it sooner!"

Results

Doubled annual giving in less than two years

Executed fewer, more successful fundraising campaigns