

CASE STUDY

DONOR CAPITAL CAMPAIGN: CANCER CENTER



CONTEXT

A multi-year, enterprise capital campaign was launched to fund a world-class Cancer Center for Northern Kentucky, focused on prevention, screening, precision medicine, and improved outcomes. It represented the largest fundraising campaign in Foundation history and required new structures to support large-scale sponsorships, naming opportunities, and community engagement beyond traditional event-based giving.

ACTION

I moved fundraising from informal asks to a purpose-driven donor enablement system, creating a Comprehensive Naming Opportunities Booklet to serve as a donor sales catalog, standardizing recognition language, signage formats, placement, and visibility, and directing campaign themes, messaging frameworks, storytelling, collateral, and donor recognition standards and publications.

KEY DECISIONS

Why a naming-opportunities catalog instead of case-by-case donor pitches?

Because a single, consistent sales tool let major-gift conversations move faster and gave every donor the same clear picture of impact.

RESULT

Raised \$35M+, the most successful campaign in Foundation history, from 1,484 total donors, with 36.4% first-time donors, validating a structured, entry-point giving model and leaving behind an ongoing, scalable fundraising system.