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## **Sample Case Study**

### **Your Organization**

You are the director of development for a small private school. You have been tasked to raise funds for three projects: 1) scholarships for under-represented minorities to attend your school; 2) an extracurricular “leadership” program to strengthen student community involvement and “soft skills;” 3) a campus improvement mini-campaign to update the school computer labs.

### **Your Prospect**

Your prospect was a former scholarship recipient at your institution. The prospect now lives in another state but has remained connected by making annual gifts ranging between \$25 and \$500 over the eighteen of the past twenty years. Your prospect still has family in your town. As a matter of fact, their grandson recently graduated from your school and was accepted to a prestigious university on a full-ride scholarship. Their grandson has declared a major in physics.

### **Your Case and Strategy**

What additional prospect information do you need to know before you begin?

What possible cases might you use for this prospect?

What is your strategy and why?

How would you go about proposing a first meeting?

What would be your minimum and maximum goals for your first meeting?