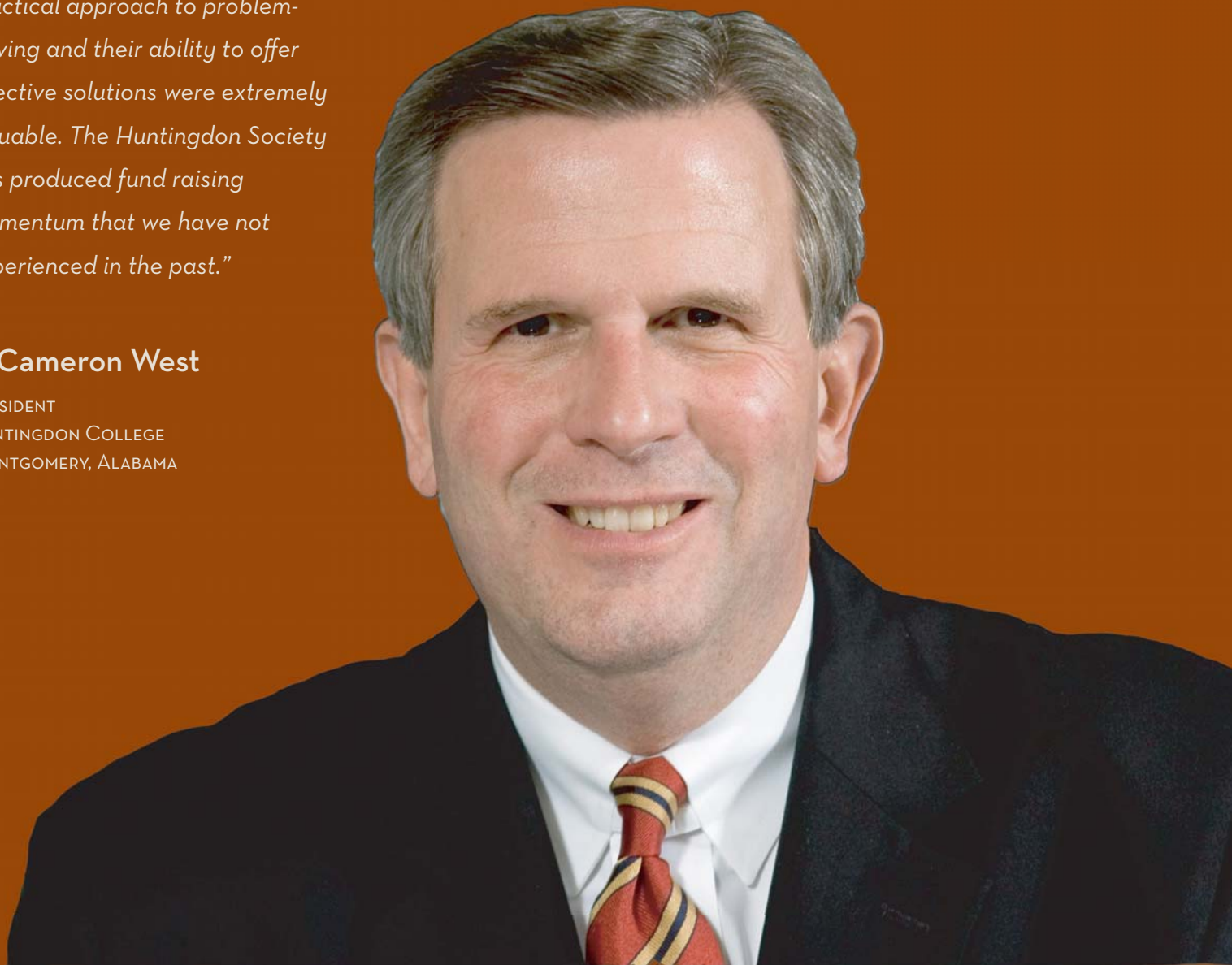


"Performa's knowledge and practical approach to problem-solving and their ability to offer effective solutions were extremely valuable. The Huntingdon Society has produced fund raising momentum that we have not experienced in the past."

J. Cameron West

PRESIDENT
HUNTINGDON COLLEGE
MONTGOMERY, ALABAMA



For more details on this institutions' success, visit www.PerformaHE.com

Challenge >>>

Huntingdon College, Montgomery, AL experienced fund raising decline for several years. The strategy and leadership for how to organize a system for an on-going gift effort was not in place. Prior to the current Society model, a series of gift clubs were being used ineffectively and relationships with donors were not being maximized. Moreover, the inauguration for the new president needed expertise to make it an effective and memorable event.

Solution >>>

Performa's involvement helped establish the Huntingdon Society as an organized way to bring donors and leadership together under a shared vision. The Society enabled the College to focus the mission and translate it more effectively to the donor base, thus making it easier to raise funds. Since the inception of the Huntingdon Society, major gifts associated with current operations have increased over \$1.1 million. Performa worked very closely with the planning committee to ensure every opportunity possible was leveraged from the inauguration of President West. This also included a kick-off event for the Society, where charter members were recognized.

Performa
HIGHER EDUCATION

Joanne Soliday
jsoliday@performahe.com

Thomas Gavic
tgavic@performahe.com