

MARQUETTE UNIVERSITY CASE STUDY



ABOUT MARQUETTE UNIVERSITY

Marquette University (“the University”), located in Milwaukee, Wisconsin, is a Catholic, Jesuit university with a mission centered on the search for truth, the discovery and sharing of knowledge, the fostering of personal and professional excellence, the promotion of a life of faith, and the development of leadership expressed in service to others.

WHAT WE HEARD

When we began our partnership with the University nearly a decade ago, they were poised for growth with a bold vision articulated in a strategic plan, and a new president to help carry it out. It was preparing to launch a major campaign—the first in over 10 years and the largest in its history—to support important capital priorities, as well as the ongoing growth of the endowment. In addition, the University knew a successful campaign would create strategic momentum toward increasing long-term institutional fundraising capacity and help to engage a wider range of constituents in anticipation of future campaign initiatives to sustain higher levels of support. Beyond being a significant increase in fundraising, this campaign would also require strategic shifts in the University’s fundraising operation – from the way fundraiser metrics were connected to developing the pipeline, to the way information was tracked and analyzed to inform decision making.

OUR IMPACT

Campbell & Company has worked alongside the University to support its Advancement operations in a number of ways that underpin the fundamentals of a comprehensive campaign fundraising.

We were retained to test the University’s readiness for a \$750 million campaign through a robust campaign planning study that engaged key constituents, created a case preview, evaluated Advancement operations, and analyzed philanthropic capacity. Following the study, the University developed its campaign operating plan and volunteer structure, revised metrics, and conducted a prospect research review.

This phase of our work began with a deep dive into developing unit and regional targets to consider how these would align and support the gift table. As our implementation counsel continued, we partnered with the University to rethink and revolutionize how reporting and analytics inform fundraising goals and projections. We have focused on producing automated reports that help staff learn about key performance indicators, how performance changes and impacts the pipeline and projections, and where risks and opportunities exist. These findings have helped inform conversations with managers, frontline staff, and institutional leadership.

The University’s team has been employing these fundamental campaign tools and analyses, continuously thinking about how to improve and leverage technology and insights.

RESULTS

Marquette University exceeded its \$750 million campaign goal, raising \$801.7 million—the largest campaign in its history—and has built a systems infrastructure to support future growth in fundraising. Campbell & Company is thrilled to be the University’s partner and celebrates its success in fundraising (and basketball)!



Campbell & Company is an employee-owned national consulting firm that helps mission-driven organizations create greater impact through fundraising consulting, communications, strategic information services, and executive search. Since 1976, Campbell & Company has helped over 2,500 clients grow their fundraising results through an integrated approach. In addition, our award-winning executive search team brings a record of success in placing exceptional leaders across the nonprofit sector.

Underlying all our work is a shared focus on the Campbell & Company mission: to advance the life-changing work of mission-driven organizations, and our dedication to collaborating with nonprofits invested in inclusive philanthropy to impact lives and move the nonprofit sector toward greater justice.

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