

More

The paradox between a capital campaign and a long-term development strategy

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Chair: Helen Tranter

The Paradox of the Development Cycle

The Paradox of the Development Cycle

- ▶ Introduction - Me
 - Fiona Clapp, Deputy Head, Sherborne Girls, Dorset
 - Responsible for External Affairs, IT, Staff Development
- ▶ Introduction – School
 - Boarding, 470 girls,
 - In the middle of a capital campaign
 - Lots of false starts with Development

The Paradox of the Development Cycle



The Paradox of the Development Cycle

► Roadblocks

- Resources
- Message
- Senior Management involvement



The Paradox of the Development Cycle

- ▶ Starting at the wrong place
 - what we did
- ▶ Advantages
 - participation
 - focus
 - resource
- ▶ Disadvantages
 - going blind
 - risk of a faux pas
 - grinding to a halt



The Paradox of the Development Cycle

▶ just start



▶ be a team



▶ get the boss on board



The Paradox of the Development Cycle

- ▶ Success is the product of

Aspiration

Inspiration

Perspiration

Desperation

Evan Esar