

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

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



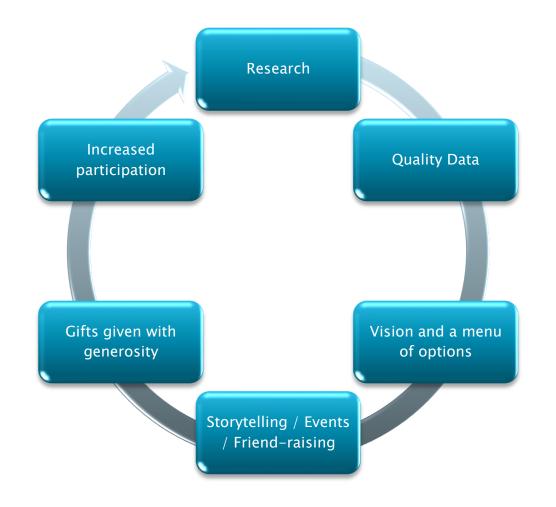






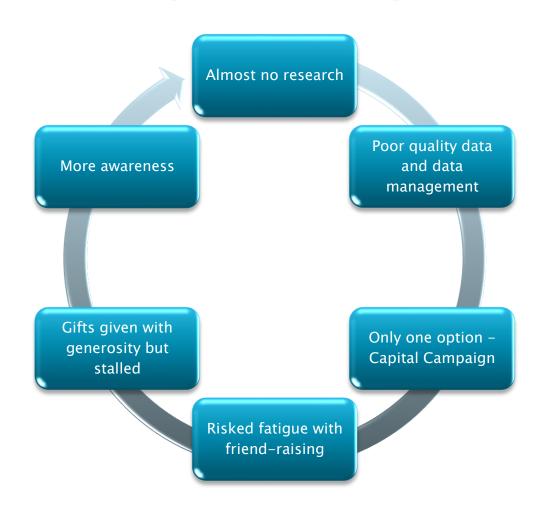


- ▶ Roadblocks
  - Resources
  - Message
  - Senior Management involvement





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





just start



be a team



get the boss on board





Success is the product of

Aspiration

Inspiration

Perspiration

Desperation

Evan Esar

