

# Case Conference: CEO

Dr. Michael S. Brophy

President

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# Fundraising Experience as a CEO

4 yrs at public 2-yr

4 yrs at private Catholic 2-yr/4-yr

Classic question:

Did you ever think about  
calling .....

Fundamentals

*Board Education*

# Fundamentals

*Staffing*

# Fundamentals

*4 to 8 figure projects*

# Fundamentals

*Fundraise for things that  
can and will happen*

# Fundamentals

*Brand in Place*

# Fundamentals

*Friend making programs  
are donor pipelines*

Fundamentals

*Gateway Gifts*

# Fundamentals

*Giving to Change and  
Transformation*

# Fundamentals

*Your best customers look  
like your best prospects*

Marymount

Parents

# Parents

- Passionate
- Appreciate transformative nature of the College
- Want to see things change and improve

# Parents

- Boundaries
- Expectations
- Who is the expert?

# Parents

- Wealth Screening
- Early Cultivation
- Multiple Points of Contact

# Fundamentals

Getting your Senior Staff in place

# Fundamentals

Operations are in order

# Fundamentals

Hire fundraising professionals

# Fundamentals

Do what the fundraising professionals tell you to do!

# Fundamentals

Get off campus and fundraise!

# Fundamentals

The “Before and After” Work

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