

**A CASE STUDY OF THE NATIONAL ADVANCEMENT PLAN AT  
LOUISIANA STATE UNIVERSITY AS IMPLEMENTED BY THE  
LSU FOUNDATION IN THE MEMPHIS, TENNESSEE, AREA**

A Thesis

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## DEDICATION

I wish to dedicate this thesis to Cecil R. Phillips, president of the LSU Foundation. A patient mentor, trusted colleague and loyal friend, who believed in me, encouraged me to pursue excellence and allowed me the freedom to nurture my intellectual curiosity. Through his example, he taught me the meaning of personal and professional integrity, the value of respect, the practical relevance of statistical data, the art of clarity and precision of words, the power of a well turned phrase...and the beauty of a well-placed comma.

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## ABSTRACT

Because university foundations are facing increased pressures as the result of declining funds and increased competition, they must learn to use more effectively a wide range of marketing activities and demographic segmentation. Prospect identification may be one such tool. The literature on non-profit philanthropy suggests that the demographic segmentation of alumni and prospect screening and subsequent identification may serve as appropriate criteria. This case study examines how giving levels, involvement levels and attitudes of donors may vary as a result of the implementation of the National Advancement Plan, a systematic peer screening tool and communications tool developed for a university foundation. The results of this case study suggest that other university foundations may be able to use similar strategies to identify potential donors.

**Key words:** Philanthropy; non-profit organizations; giving; donations; fundraising; peer-screening, consumer behavior and trends; market segmentation; demographic segmentation; prospect identification; case study; case selection strategies