

New ventures succeed when *idea* people find the *right* people.

The right people being, in simplest terms, the first to believe in something enough to support it. This is the group who signs the first blank lines on a petition, the ones who attend those very first organizational meetings when no one knows how many chairs to put out.

In Doane's case, this group was the first to invest in a new thing we call the Doane College Society (DCS). It's uncharted territory.

We've never before had such a broad tool to recognize and reward exceptional donors.

When we took the first steps to get the society off the ground two years ago, it seemed a formidable task. We needed to connect with donors willing to provide gifts of \$1,000 or more, within a fiscal year, to the Doane Annual Fund or another institutional need.

We needed to find the right people. Because it's Doane, we did. And in some cases, the right people found us. They number 447 to date. They are families. They are businesses. They graduated in the Class of 1993 and 1933.

The Society list introduces all of them—the charter members of DCS. Our goal is that this not be an inclusive list. We want the DCS roster to be in constant flux—representing many more of the thousands of loyal donors who have made Doane possible for the past 137 years.

Research has shown that colleges who increase the number of donors giving \$1,000 or more annually dramatically increase the total amount of annual giving, strengthening the campus and ultimately helping each of its students.

The DCS will be a broad group. This report will introduce two donors who have given millions to Doane, anchoring the fundraising that will result in

the exceptional athletic spaces of the Sport and Fitness Facilities Project. Other members gave \$1,000 to the penny, donations that combine in a powerful way to provide services students use everyday.

For us, the society provides a structure to keep members in touch with what's going on at our three campuses and, of course, to say thank you.

DCS members will receive special mailings and

communications

throughout the year.

They will be honored at special events.

Sometimes, we'll save the best seats in the house for them. And

we'll recognize them in future President's Reports.

We're still learning, ourselves, about DCS and what it can mean to Doane's future. But we know we're headed in the right direction. We started with the right people.

Visit doane.edu/dcs for more information.