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Abstract

The purpose of this thesis is to identify the best practices that are successfully garnering financial support for programs at the university level. In addition, these ideas were applied to future strategic planning for the Ball State at the Games program. This report includes both primary and secondary research included in the analysis of eight best practices that I identified.

The thesis includes an introduction to the topic of fund raising, eight key ideas to take note of and corresponding theories and cases that relate to each key idea. These ideas are synthesized and then are applied to an existing fundraising plan for Ball State at the Games. I created the original plan with the help of three other teammates. After completing my research, I applied these ideas to the existing plan to enhance the established objectives. The updated plan can be found in the appendix.

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