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Jason Strand '04

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## Gatchell to assume duties as vice president for development

**Mike Gatchell '91** understands the fund-raising business from many angles.

From 1993 to 1997 he served as associate director and then director of the Furman Alumni Association, working to build friends, develop Furman Clubs and promote university events. He went on to become director of major gifts before leaving Furman in 1999 to start a small business in Greenville.

In 2001 he joined Blackbaud, Inc., in Charleston, S.C., a software and accounting management firm for non-profits.

"This was a chance to cut my teeth — to learn a little about the mechanics of fundraising from another perspective," says Gatchell, who helped his Blackbaud clients diagnose and meet their management needs.

Because Furman was one of those clients, it was only natural for Gatchell (photo left) to ponder what it would be like to apply his new insights at his alma mater again. He got his chance in 2005, when he was offered the position of executive director of development.

Now, he's taking his knowledge and skills to a new leadership level. As of July 1, he will become vice president for development at Furman, a position that Don Lineback has manned for the last 14 years. Lineback (photo right) will remain at Furman in an advisory role until officially retiring at the end of 2008.

During his tenure as vice president, Lineback has helped boost financial support for the university to record levels while expanding Furman's network of friends and supporters. Under his direction Furman has enhanced its planned giving program, built its endowment and reached new heights in annual giving, in which the university is a national leader in alumni participation among schools its size.

He also oversaw the "Forever Furman"

campaign, which was completed in December 2002 and raised more than \$200 million.

To recognize the contributions Lineback and his wife, Judy, have made to Furman, the board of trustees has named the conference room in Thomas Spann Farmer Hall, the university's new development building, in Don's honor, and the building's parlor in honor of Judy.

As Furman gears up for another major capital campaign, Lineback will work as a consultant to the development staff as well as to President David Shi. "Don's desire to shift his emphasis from day-to-day management to helping to orchestrate Furman's upcoming campaign aligns well with the university's needs," says Shi. "Mike will complement Don in forming a dynamic leadership team for our fund-raising efforts."

In assuming responsibility for the university's fund-raising and alumni programs, Gatchell says he wants to see Furman become more "donor-centric" in its fund-raising approach by focusing on the ways alumni and friends are inclined to become involved. In this manner he believes the development office will be better able to direct donor support to specific programs and projects.

During his years in private business, Gatchell says he became aware of how easy it can be to become disconnected from alma mater.

By developing stronger ties to the university's 25,000 alumni, he hopes to help them realize the vital role they play in Furman's growth and success.

"This means getting out there and meeting more of the people who donate to the university," he says. "I hope we can strengthen our efforts at building more personal relationships. We have unbelievably impressive alumni, and I want to help everyone understand how special this network is that they've graduated into."

Armed with what he describes as an extremely dedicated and talented staff, Gatchell, a business administration major at Furman, is looking forward to the challenges ahead. "I never intended to be a director of development," he says. "Fundraising was not something I thought of specifically in terms of a career, but this position is the right combination of special things that make it the best job for me.

"I feel like there could be no better job. I'm very lucky."

— JASON STRAND '04

