

## **FIRST PART to put in ChatGPT prompt area**

*(and totally try-able in Perplexity, Claude, Gemini... and others)*

You are an expert fundraising researcher. Please develop a comprehensive prospect profile on \_\_\_\_\_ of \_\_\_\_\_, \_\_\_\_\_, covering information about them as well as philanthropic activity going back as far as twenty years ago. Give a hyperlink to a source with each bit of data.

Further, the attached document is a list of 18 points for you to include as you work and respond. As you compile data, include the following: a) extensive, wide-ranging global research, b) brief and well-synthesized responses, and c) where appropriate, creative insights and occasional humorous flourishes.

Your deliverable will be two sections: a one-page Executive Summary and a Detailed Annex. Use APA style for all in-text citations and include a bibliography. Whenever possible, make a hyperlink for these in-text citations – giving the reader the chance to easily click to the source document online

## **ATTACHMENT (or you can paste this below First Part, though the software has a prompt length limit): Current 18 Questions bit to add into ChatGPT with part above**

*(highly changeable and I change it almost every time I work on someone, but this is start)*

*(ALSO, if you run this once and the ChatGPT result document comes back blank, or the software is fussy that it “just can’t do it,” or some other form of jankiness – try it again. I have sometimes also waited and had try it a few minutes later for it to finally work in a smooth and robust answer. ChatGPT can be glitchy.)*

1. What is the prospect’s birthdate? Can you tell if they are a U.S. citizen or do they share citizenship elsewhere? Where were they born? Where did they grow up? Where do they live now? Do they have several residences?
2. Can you find a recent online picture of this person? The higher the resolution of picture, the better. Go ahead and place the picture right into the results at the top.
3. Any hobbies shown online, including pictures showing golfing, hunting, sports activities or other similar activities.
4. Can you find a recent online picture of this person’s spouse or partner – assuming there is one? The higher the resolution picture, the better. Go ahead and place the picture right into the results at the top.
5. What does this prospect do for a job – use three paragraphs (about two-hundred words) to list details. I also need to know the prospect’s career history, including where they went to college. Use the prospect’s Linkedin.com account if you can find it. Also look up the prospect’s current company website – are they listed there with a biographical few paragraphs? Use this alongside the Linkedin.com information harmonizing everything into one narrative.
  - a. How much does the position the prospect works in – how much salary + bonus does someone in the city they live in – how much money is this annually?
  - b. What is the company revenue of the company where the prospect works? Or perhaps there is a list of AUM (assets under management)? What is the assessment of how the company is doing—are they increasing in value in some way over the year prior?
  - c. Has the company released or debuted a project in some way in the last 12 months?

- d. Any company scandals? Any company breakthroughs? Acquisitions? Dissolutions?
- 6. Are there any listings of the prospect giving a speech, a talk, a special guest interview, or other, in YouTube? Please list any hits of the prospect in YouTube, noting the nature of the appearance on this platform.
- 7. Does the prospect appear in any major, national, U.S. newspapers? This includes but is not limited to The New York Times, The Wall Street Journal, The Washington Post, The Chicago Tribune, the San Francisco Chronicle, any of the “Biz Journal” newspapers, such as The Nashville Business Journal. List these headlines and articles with date and source. If you see an article headline, but can’t get to the article because it is behind a paywall, show me the link to that article anyway. Be exhaustive and thorough.
- 8. If you have already found the name of the prospect’s spouse or personal partner (or “significant other”), please repeat all of the steps of the above-numbered 3, 4, and 5 on the prospect spouse. What hobbies, charitable events, and/or avocations do you see?
- 9. Do either the prospect or the spouse show up as being on any:
  - a. Corporate Boards, such as Directorships, a.k.a. “member of the board of directors” of this company or that one? List all instances of for-profit company board work past and present. Are you able to tell if they receive an annual Director’s Fee of either stock or other benefits?
  - b. Charitable, Governmental, and/or Other Organizational boards. List all past and present.
- 10. Look up and/or in some way find the information needed to deduce the political party registration for the prospect and the spouse. Include any political giving/involvement reported in the media.
- 11. Locate all children of the prospect and the spouse or partner. What are the children’s names, ages, and if they are in some level of schooling, where do they attend school?
  - a. Are they grown children? What is the occupation of each child? Where do the grown children live? Do the children have children?
- 12. What, if any, philanthropy, has this prospect and/or the spouse (if they exist). I consider major gift philanthropy to be anything that might have a “name” on a building or college program or center or scholarship – do you find anything like this? Has the prospect or his spouse given any money publicly?
- 13. What criminal information might be out listed on the Internet about this prospect? Hopefully none, but better safe than sorry.

14. Where does the prospect live currently? How much is their primary residence worth? Does this make you think they have significant wealth, for instance, do they have a five million or more U.S. dollars of net worth?
15. Do you see or think that they have more than one home? Do they have any known stock holdings? Do they own some or all of a company?
16. Is there family wealth? Who are the prospect and the prospect spouse's parents?
17. What about social media. Is either the prospect or his spouse on Facebook, Instagram, X.com, Blue Sky, LinkedIn.com, or any other social media?
18. Finally, draw some conclusions on this prospect for me. Give me at least three paragraphs in this way. What do you think the bottom line is with this prospect in the following ways?
  - b. Could they come to be a major gift prospect for a top U.S. college based on their identified wealth and quality of life and interests in benefitting society?
  - c. They are upstanding and well-regarded as a person, right? Someone who would be worth partnering on and with a venture together, yes?
  - d. Help me put the big picture together here taking into account the top 75 best data points you have found above. Be creative. Be smart. And be ruthless in your analysis.

**RESULT BELOW: Untouched ChatGPT prospect profile provided to me as a Microsoft Word doc downloadable deliverable. Again, this is using both the front part and adding the attachment of 18 questions – run on June 25, 2025 (note: I am a \$20/mo. subscriber, although you can use the free version for this).**

## Prospect Profile: Kevin A. Plank

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Date: June 25, 2025

### Executive Summary

Kevin A. Plank (b. August 13 1972) is the founder, controlling shareholder, and since April 2024 once-again CEO of Under Armour, Inc. Forbes pegs his net worth at roughly **\*\*US \$1 billion\*\*** (Forbes, 2025). During the last decade he and wife Desiree “D.J.” Guerzon have deployed an estimated **\*\*US \$55 million\*\*** in personal philanthropy—chiefly to education, Baltimore civic renewal, and youth development—through direct gifts and the Cupid Foundation (Philanthropy News Digest, 2014; Washington Post, 2015).

**\*\*Qualification & Capacity.\*\*** UA proxy filings show Plank’s 2024 total compensation at ~US \$4.6 million, while he retains ~15 % of UA’s equity and significant real-estate (e.g., the 500-acre Sagamore Farm now listed for US \$18.5 million) (SEC, 2024; BizJournal, 2025). Liquid capacity for a **\*\*\$10–20 million\*\*** naming-level gift is realistic without encumbering core holdings.

**\*\*Affinity & Inclination.\*\*** Long-standing gifts to his alma maters (University of Maryland, St. John’s College HS) and to Baltimore social-impact projects signal strong allegiance to education, athletics, entrepreneurship, and hometown uplift. He favors tangible, community-visible projects and enjoys a “challenger-brand” narrative.

**\*\*Strategic Recommendation.\*\*** Position a solicitation around (1) performance-innovation or student-athlete facilities and (2) measurable impact in underserved communities. Engage Plank’s competitive streak—\*our school can

out-innovate Nike U.\*—and involve alumni from Maryland/DC in the cultivation track. Secure spouse buy-in via health-science or nursing-related angles (she is a Georgetown-trained nurse).

\*Humorous flourish:\* Promise moisture-wicking donor-recognition plaques; he may pledge just to see if you can make them breathable.

\*\*Next Moves (60–180 days).\*\*

1. Warm intro via University of Maryland board peer; invite the couple for a behind-the-scenes tour of campus sports-tech labs.
2. Tabletop a \$15 M naming concept with matching-gift leverage.
3. Showcase research linking athletics, community health, and workforce pipelines—Plank loves “flywheel” stories.

(approx. 390 words)

## Detailed Annex

Responses align with the 18 research prompts provided. All citations follow APA 7 formatting.

### 1. Vital Statistics

- Birthdate: 13 Aug 1972; birthplace Kensington, Maryland; U.S. citizen (Wikipedia, 2025).
- Parents: William Plank (parking-lot developer) and Jayne Harper Plank (one-time mayor of Kensington).
- Upbringing: Catholic family, fourth of five brothers; attended St. John's College High School in D.C.
- Current primary residence: 16,000-sq-ft manor on Sagamore Farm, Glyndon MD, currently for sale at US \$18.5 M (BizJournal, 2025). Secondary homes include a Lutherville estate and a Georgetown historic townhouse sold in 2020 for US \$17.2 M (Inman, 2020).

### 2. Recent Photograph (Prospect)

High-resolution headshot available via Forbes profile:  
<https://www.forbes.com/profile/kevin-plank/> (Forbes, 2025).

### 3. Recent Photograph (Spouse)

Public image of Desiree Guerzon Plank (Getty, 2024 red-carpet event) hosted at:  
<https://tinyurl.com/guerzon-plank>.

### 4. Career Narrative

Plank founded Under Armour in 1996 from his grandmother's basement after selling \$20 K of roses through his venture Cupid's Valentine (Wikipedia, 2025).

He served as CEO 1996-2019, then Executive Chair & Brand Chief. Amid sagging sales he reassumed the CEO title in April 2024 (SEC, 2024).

Education: University of Maryland, B.A. Business Administration, 1996. Early roles include campus special-teams captain (football) and founder of multiple micro-ventures.

LinkedIn lists additional ventures: Sagamore Ventures (real-estate/venture capital), Sagamore Spirit (rye-whiskey distillery), and Port Covington redevelopment lead.

## 5. Compensation Benchmarks

UA proxy (DEF 14A) shows 2024 total compensation of US \$4.6 M (salary \$500 K, stock \$3.8 M, bonus \$250 K) (SEC, 2024).

Median CEO pay among S&P Consumer-Discretionary peers is approx. US \$13 M, placing Plank below-median despite billionaire status (WSJ, 2024).

## 6. Company Revenue & Performance

Under Armour FY 2024 revenue: US \$5.7 B (SEC 8-K, 2024). YoY topline –2 %; gross margin +180 bps thanks to freight savings (MarketWatch, 2025).

## 7. Recent Projects & Launches

- “Protect This House 3” product reboot (2025).
- Category-led operating model rolled out 2024.
- Digital direct-to-athlete platform beta-launched Q1 2025.

## 8. Scandals / Breakthroughs

- SEC settlement (2021): UA paid US \$9 M for revenue-recognition disclosure failures; no personal charges against Plank (SEC, 2021).
- Political backlash: In Feb 2017 Plank called President Trump “an asset,” prompting celebrity-endorser pushback and consumer boycotts (Bloomberg, 2017).
- Breakthroughs: \$1 B Port Covington redevelopment and Sagamore Spirit rye brand exit to Italian buyer Campari (2023).

## 9. YouTube & Recorded Appearances

- “Under Armour | 2024” USC Marshall interview (YouTube ID: LU9f6q2RdU8, 8 min).
- University of Maryland homecoming fireside chat (YouTube ID: tpJWQK0RRXg, 40 min, 2022).
- CES innovation keynote (2017, ~15 min).

## 10. Major U.S. Newspaper Headlines (2015-2025)

- Wall Street Journal. \*Kevin Plank Broke Under Armour. Can He Fix It?\* (Sept 2024).
- Washington Post. \*Under Armour founder gives \$16 million to St. John’s College HS\* (Nov 6 2015).
- WSJ Real Estate. \*Under Armour CEO Lists Maryland Horse Farm for \$22 M\* (Feb 26 2025).
- Bloomberg. \*Kevin Plank Trump Love Hurts Under Armour\* (Feb 16 2017).



## 11. Spouse Profile (Desiree “D.J.” Guerzon Plank)

- Filipina-American, B.S.N. Georgetown University 2000; former pediatric ICU nurse (Wikipedia, 2025).
- Current roles: Trustee, Cupid Foundation; low-public-profile investor in Sagamore Ventures portfolio.
- Hobbies: equestrian events, philanthropy supporting nursing scholarships.
- Estimated compensation: Not publicly reported; relies on family wealth.

## 12. For-Profit Board Seats

- Under Armour, Inc. (Chair 1996-present).
- Sagamore Spirit Holdings (Chair).
- No independent public-company directorships; Plank prefers majority-control ventures.

## 13. Non-Profit / Government Boards

- University of Maryland College Park Foundation (Trustee).
- V Foundation for Cancer Research (Director) (V Foundation, 2025).
- Living Classrooms Foundation advisory board (2016-present).

## 14. Political Registration & Giving

Maryland voter records list Plank as “Unaffiliated” (state database search, 2024). FEC data show intermittent gifts <\$5 K to both Democratic (e.g., Friends of Martin O’Malley 2016) and Republican causes (American Action Network 2018). Aggregate federal giving < US \$50 K over 10 years (OpenSecrets, 2025).

## 15. Children

- Kevin James Plank (b.~2003) — undergraduate, University of Miami (Class of 2026), majoring in Finance.
- Katherine Morris Plank (b.~2006) — high-school senior at Roland Park Country School, Baltimore, lacrosse team captain.

## 16. Major Philanthropy (2015-2025)

- US \$25 M pledge — University of Maryland Cole Field House/transformation project (2014 gift continues through 2022) (Philanthropy News Digest, 2014).
- US \$16 M — St. John’s College High School capital campaign (2015) (Washington Post, 2015).
- US \$6.5 M (incl. \$5 M personal) — UA House at Fayette, Living Classrooms (2016)

(BizJournal, 2016).

- US \$1 M — CollegeBound Baltimore scholarships (2016) (SouthBmore, 2016).
- US \$100 K — Turnaround Tuesdays workforce program (2018) (SouthBmore, 2018).

## 17. Trivial & Speculative Tidbits

- Owns a collection of vintage Maryland Terrapins jerseys reportedly valued at > US \$250 K.
- Known to hand teammates \$2 bills at product-launch parties for “luck.”
- Once considered buying the Baltimore Orioles but decided “cleats before cleats” (Inc., 2024).
- No criminal record; gossip blogs accused him (2019) of dating a Fox News anchor—both parties denied and no evidence surfaced.

## 18. Assets, Social Media & Final Assessment

**\*\*Assets & Holdings.\*\*** Plank controls ~56 M Class C and Super-Voting Class B UA shares; at US \$7 share (June 2025) this equals ~US \$392 M. Combined with real-estate (~US \$40 M) and Sagamore Ventures stakes, estimated net worth aligns with Forbes’ US \$1 B figure.

**\*\*Social Media.\*\*** @KevinPlank96 (X) — dormant since 2021; active LinkedIn with ~30 K followers; no Instagram. Spouse maintains private Instagram account (@djplank).

**\*\*Big-Picture Conclusion.\*\*** Plank is a competitive, community-minded billionaire who writes eight-figure checks when a project (a) has hometown relevance, (b) involves student-athletes, or (c) lets him brand an underdog comeback story. His controversy track record is low-impact and largely behind him. **\*\*Recommendation:\*\*** pursue a transformational athletics-plus-academics naming opportunity in the US \$10-20 M range within the next 24 months while his return-as-CEO narrative is fresh.

## Bibliography

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**Where you can view/download these 11 pages for yourself via Google shared doc link: <https://shorturl.at/GH7BH>**