



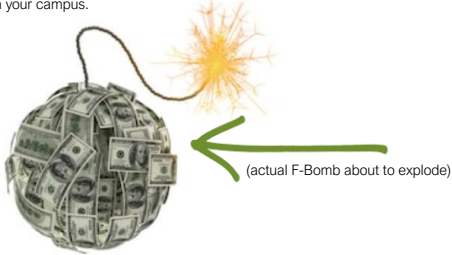
Fundraising: My AD's Other Favorite F-Word

Creg Jantz, Senior Associate Athletics Director
Oberlin College

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Today's Takeaway

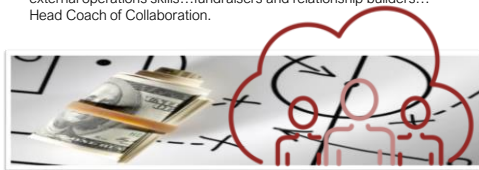
- Gain insights to create, enhance and sustain successful athletics fundraising efforts on your campus.




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Some Shift in Responsibilities/Focus

- Then...
 - Coach to AD with internal operations skills.
- Now...
 - Professional administrators with fundraising experience and other successful external operations skills...fundraisers and relationship builders... Head Coach of Collaboration.




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Branding as Part of Your Story





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Be a Storyteller and a Relationship Builder

- Fundraising can and will be successful if relationships with your...
 - Direct report.
 - Coaching staff.
 - Institutional development office.
 - Campus community.
 - ...are solid.





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(Some of) The Main Characters

- On-Campus Team.
 - President.
 - VP of Development.
 - AVP of Athletics Advancement and Athletics Director (Natalie).
 - Creg (athletics), Will (major gifts), Lisa (annual fund), Deb (alumni).
- Heisman Club Board.
 - Selection of Board members is HUGE!
- Parents.
 - Find the fair-minded folks.
- Corporations.
 - University Hospitals.
- Foundations.
 - Knowlton Foundation.

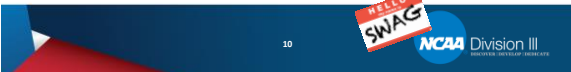




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Building the Relationship with Development Office

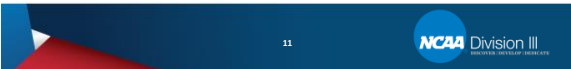
- Share priorities.
 - department and sport specific.
- Be a visible teammate.
 - attend their meetings, invite them to yours.
 - provide quick facts/brag sheet for traveling officers.
 - co-host local/regional/national events.
- Learn their language and know the rules.
- Teach them your language.
- Establish liaison(s).
- Dress them as a member of your team (not just polos...don't be boring).
- Celebrate together and share gratitude (don't be territorial...be an institutionalist!).



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Coaches and Their Role

- Annual sit-down with head coaches to hear their stories of wants and needs.
- Establish priorities (programmatic and department).
 - Title IX: Equity (should) always matter.
- Empower them to be 'explorers'.
 - Test the story.
 - Provide info about family habits (Where do they vacation? What players aren't selling raffle tickets? Who has a car on campus? Spring break destinations? How often do they attend games? Other passions?).
- Communicate expectations, roles and process.
 - Do coaches make asks?
 - Check in hand...now what?



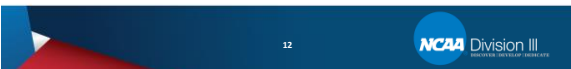
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Importance of Stewardship

- "Donors aren't one-night stands."
- Athletics has opportunity to steward a gift like no other – share and show gratitude.
- Saying *Thank you...*
 - phone calls, handwritten notes, video, social media (coach, student, AD, President).
 - swag (don't be boring).
 - recognition at events (if that's comfortable for them).
 - sideline/locker room experience.
 - guest coach.
 - donor profile.
 - meal with team and/or coaching staff.
 - ask them.

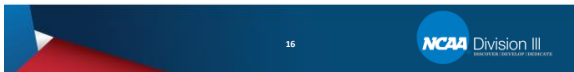


Be Authentic



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Create Your Campaign – Giving Day



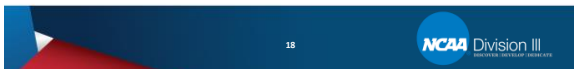
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Create Your Campaign – Bridge Campaign



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Wanna Have More Fun(draising)?



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