Fundraising: My AD’s Other Favorite F-Word
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Today’s Takeaway
• Gain insights to create, enhance and sustain successful athletics fundraising efforts on your campus.

Some Shift in Responsibilities/Focus
• Then,
  o Coach to AD with internal operations skills.
• Now,
  o Professional administrators with fundraising experience and other successful external operations skills… fundraisers and relationship builders… Head Coach of Collaboration.
WHAT ARE WE DOING?!
Categories of Fundraising

• Annual Budget.
  o needs and wants.
• Specialty Needs.
  o foreign trips.
  o training equipment.
• Capital Items.
  o facility enhancements.
  o bricks & mortar.

• Endowments.
  o Positions.
  o Salaries.
  o facility maintenance.
  o travel budgets (spring break).
  o recognition banquet.

 STORYTELLING opens the door to successful fundraising.

• You cannot build meaningful relationships without telling a story.
• The donors’ stories will help you shape the conversation.
• LISTEN to their story before you tell yours.
• Stories, not stats, will motivate people—always; stats never will.
• What’s your story? Who are the characters? How will story end?

HOW ARE WE DOING IT?!
Become a Storyteller
Branding as Part of Your Story

Be a Storyteller and a Relationship Builder

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

(Some of) The Main Characters

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

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?

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.
Tracking Down Major Donors

- Prospects could...
  - have made previous gifts.
  - have given cumulative gifts.
  - have high affinity rating.
  - are family, friends, colleagues of current donors.
  - are participants (attended receptions, lectures, express strong interest/enthusiasm in organization).
  - picks up the check at meals.
  - says, “How can I/we help?”

Create Your Campaign – Annual Fund Efforts

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<thead>
<tr>
<th>Date</th>
<th>Sales Call</th>
<th>Name</th>
<th>Event Type</th>
<th>Target</th>
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<td>Prospects</td>
<td>John Doe</td>
<td>Gala</td>
<td>Top prospects, top prospects</td>
<td>Student Affairs</td>
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<td>1-Mar</td>
<td>Alumni</td>
<td>Jane Smith</td>
<td>Benefit</td>
<td>Top prospects, top prospects</td>
<td>Athletics</td>
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<td>1-Mar</td>
<td>Faculty</td>
<td>Robert Johnson</td>
<td>Social</td>
<td>Top prospects, top prospects</td>
<td>Development</td>
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</tbody>
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Create Your Campaign - Party With a Purpose

- eat
- drink
- give