



Division III

DISCOVER | DEVELOP | DEDICATE

Fundraising: A Roadmap To Success

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Agenda

- Welcome and introductions.
- Fundraising issues.
- Collaboration with campus development.
- Annual operating budget.
- New athletics facilities.

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Agenda cont.

- Electronic fundraising.
- Fundraising successes.
- Panelist Q&A.
- Key takeaways.

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Panelists

- Bridget Belgiovine, AD, Wellesley College.
- Bobby Davis, VP, University of Scranton.
- Meg Stevens, AD, Averett University.
- Jason Verdugo, AD, Hamline University.
- Gary Williams, VP and AD, Wittenberg University.

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Polling Instructions

- Text D32019 to 22333
- You will get a confirmation message “You’ve joined NCAA Fundraising Session (DIII)”.

Test Question

Will you have time to visit Mickey and Minnie Mouse while in Orlando?

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Discussion

- Find a partner.
- Share fundraising issue/concern(s).
- Text questions.

Collaboration with Campus Development

Bridget Belgiovine
Director of Athletics & Recreation
Wellesley College

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Vision

Gain respect and “friendraise”.

- Alumnae/alumni, parents/families, donors, friends of athletics & corporate sponsors.

Strategy

Develop athletics plan.

- Support college mission & goals.
- Focus on partnerships.
- Clear articulation of needs.
 - Capital, facilities, operating, salaries.

Commitment

Build relationship with development.

- Treat as “Experts”.
- Meet “where they are”, “follow their lead”.
- Understand institutional priority & focus.
 - Annual fund, leadership gifts, endowments, capital.

Collaboration

Partnership and trust is key.

- Formal reporting or liaison model.
 - Regular meetings and communication.
 - Access to data/reports/call notes – direct or request.
 - Contact and connection with Senior Development Officers (SDOs) and donors.

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Success

Develop Short & Long Term Goals.

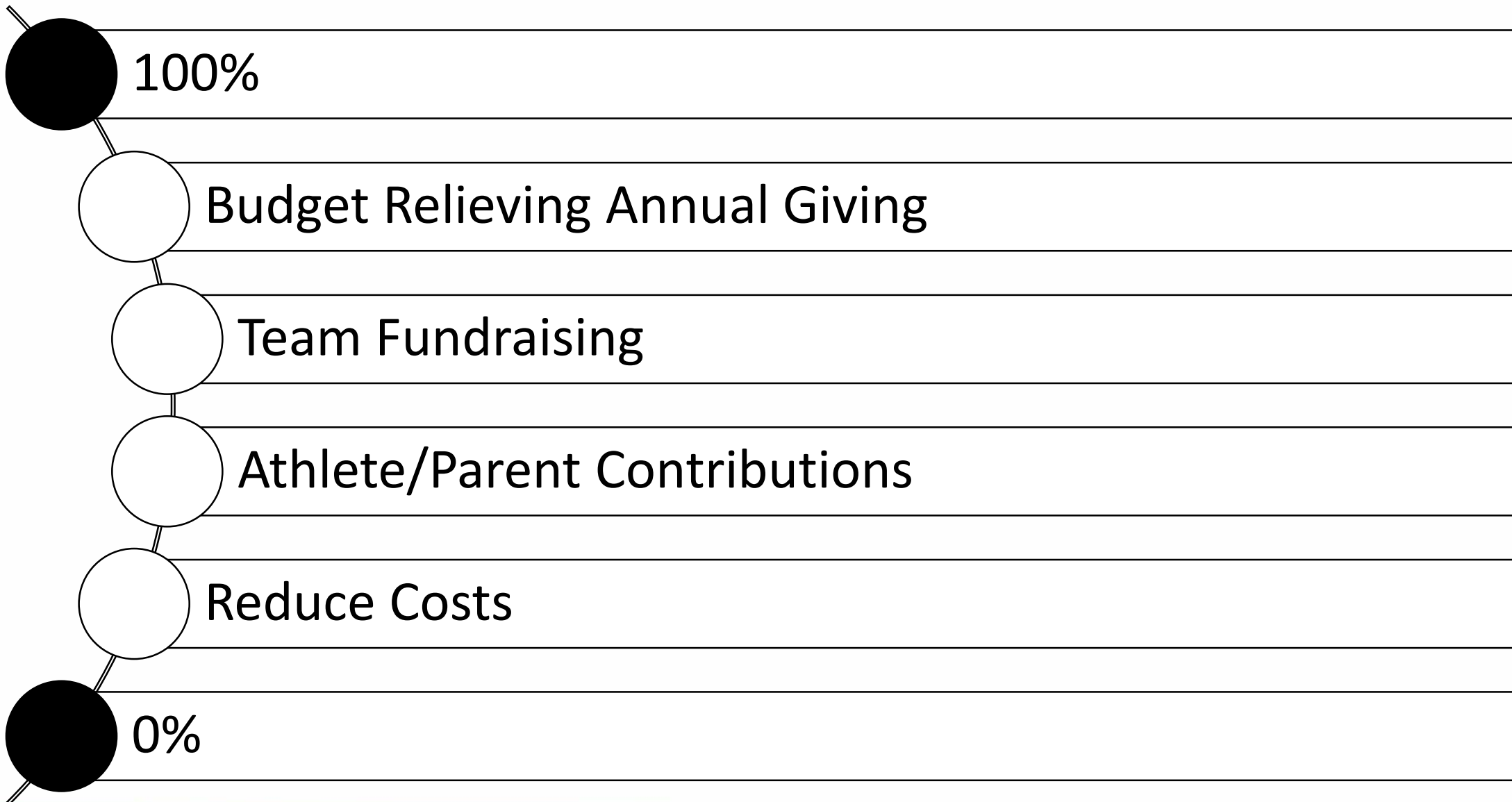
- Recognition of effort is similar regardless of donor gift level – critical in athletics.
- Celebrate the “wins” – big & small.
- Stewardship of SDOs and donors.
- Any and all gifts are important!

Fundraising for Annual Operating Budget

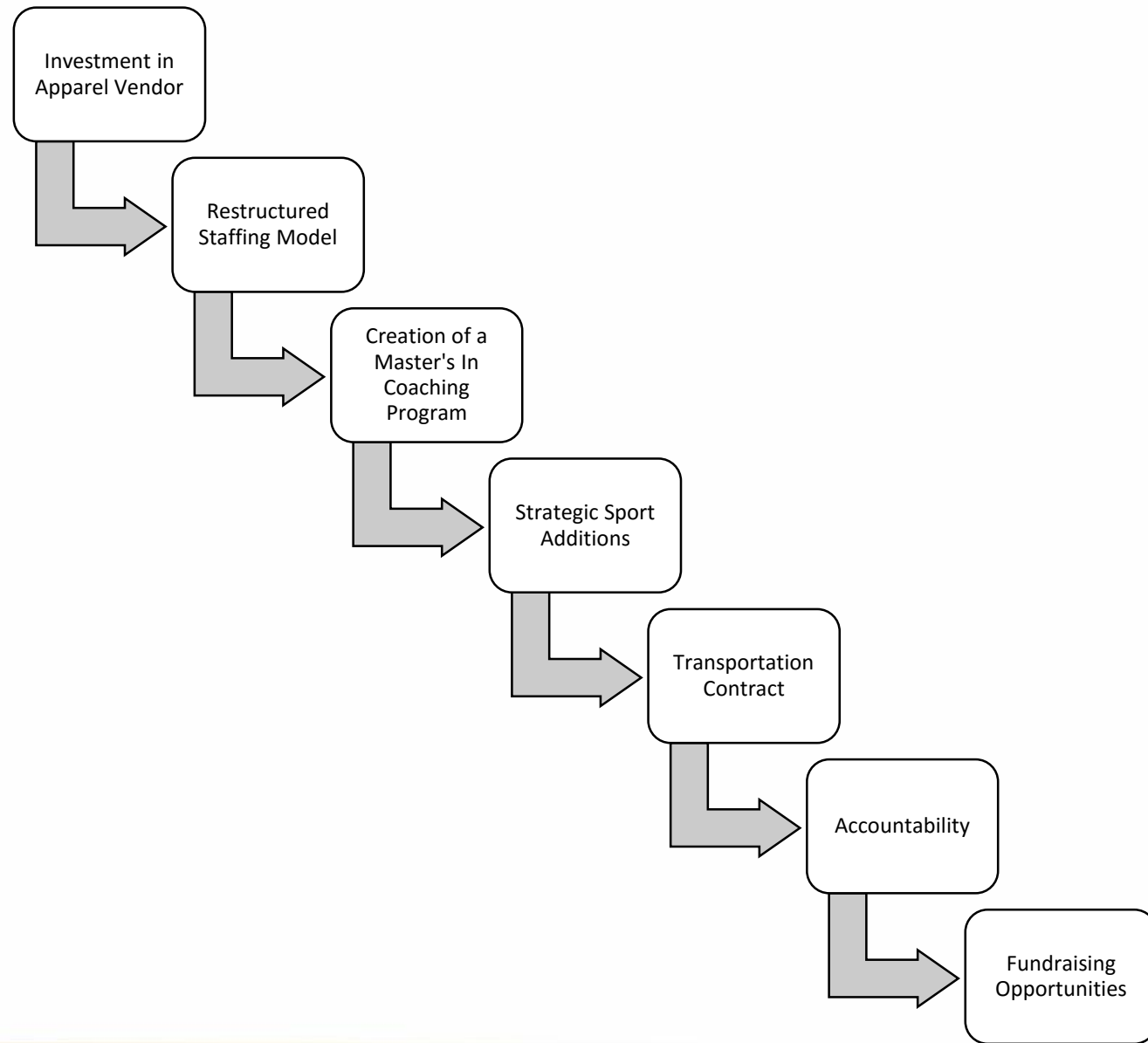
Gary Williams, PhD
Director of Athletics & Recreation
Wittenberg University

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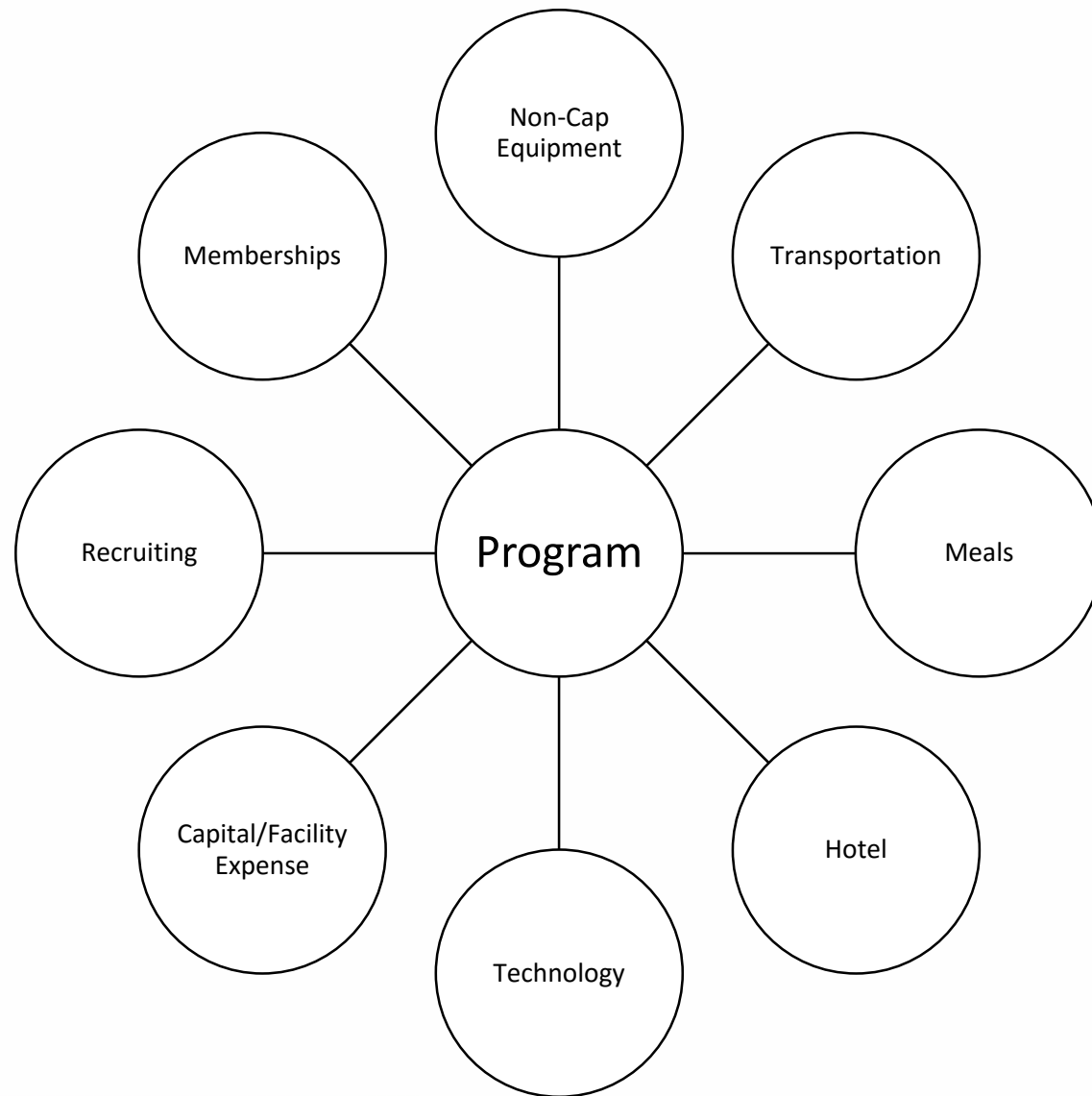




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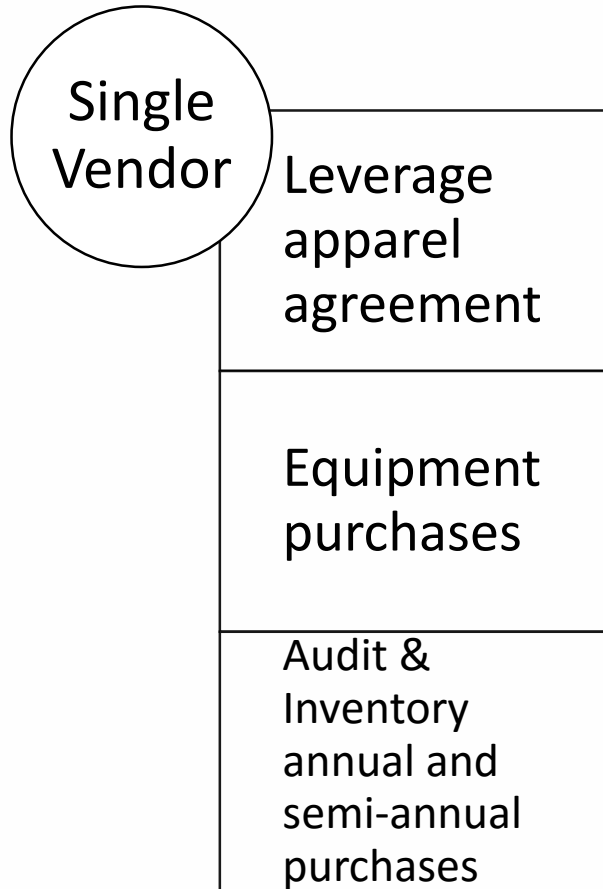


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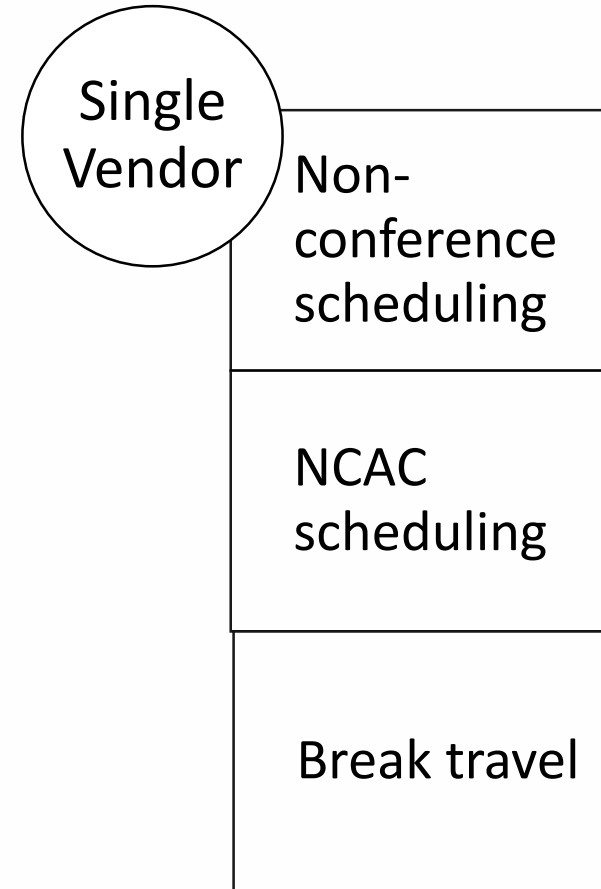


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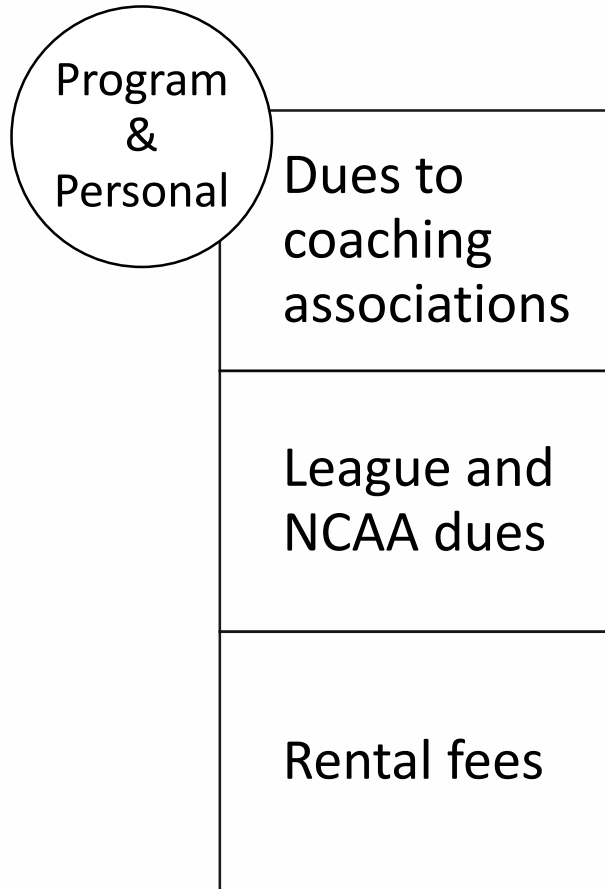
Non-Cap Equipment



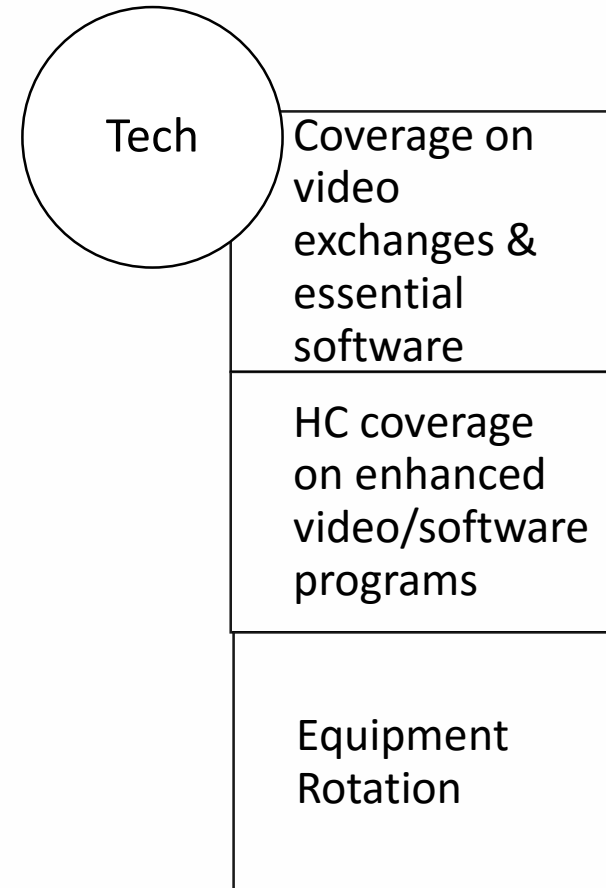
Transportation



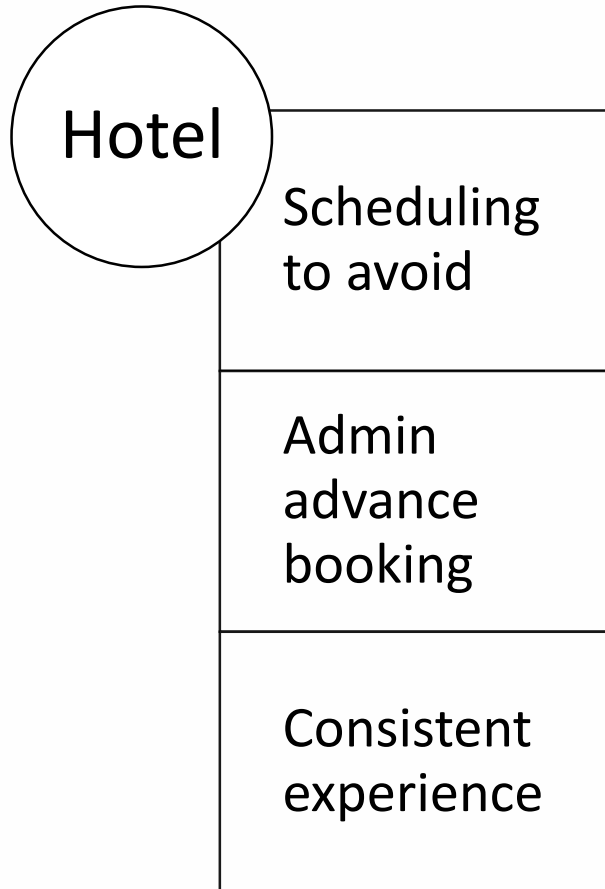
Memberships



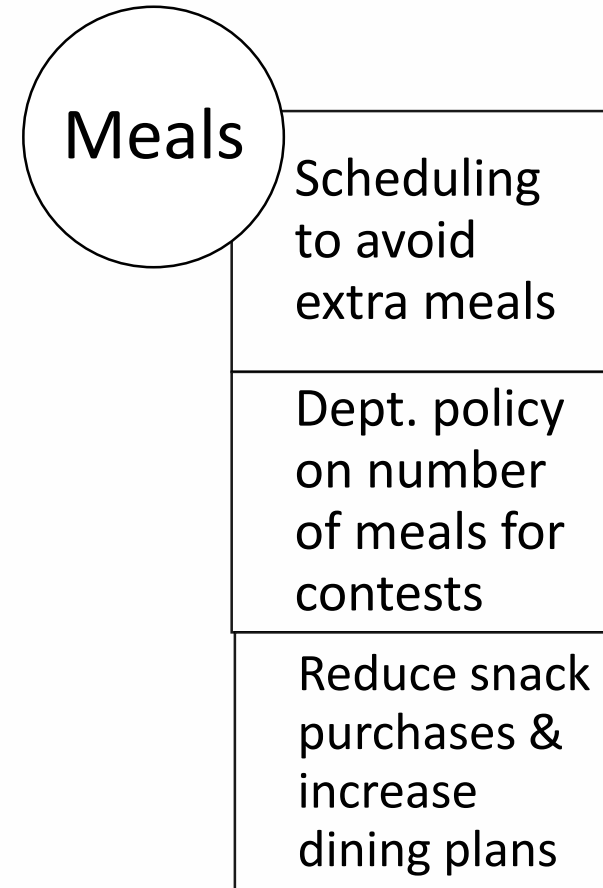
Technology



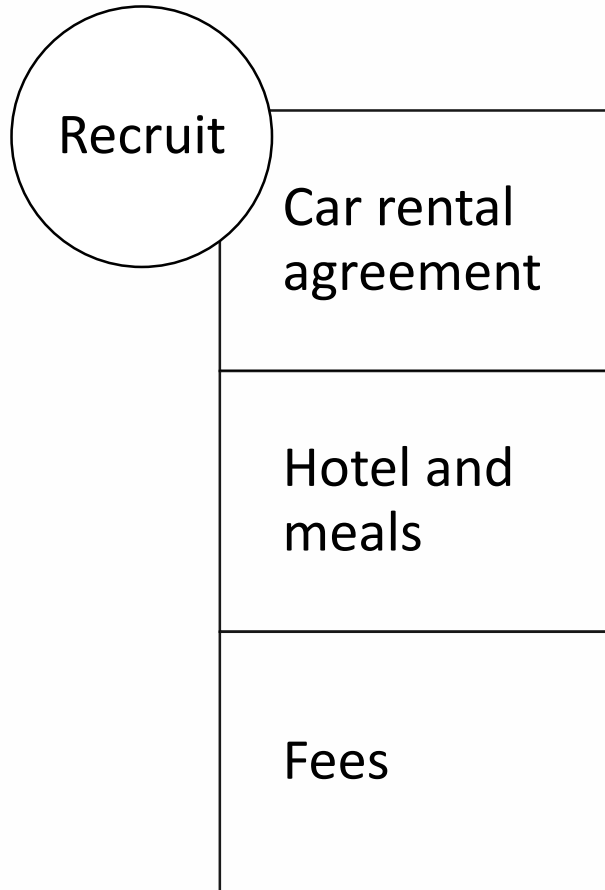
Hotel



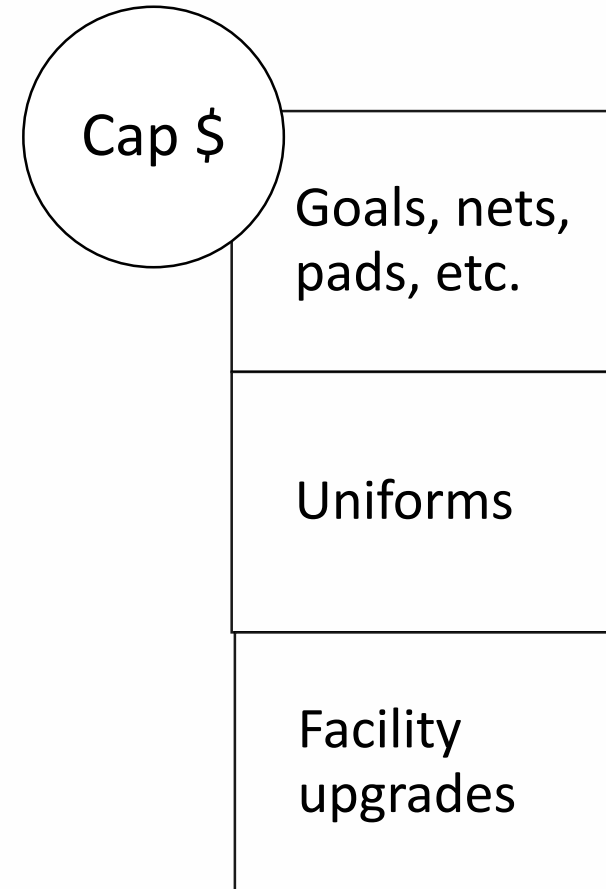
Meals



Recruiting



Cap/Facility Expenses



Strategies from Within

1. Review of accounting and budgeting processes and procedures.
2. Renewed discipline & increased volume with vendors: apparel, equipment, transportation, dining, hotels.
3. All scheduling (times, days) must be vetted out to reduce unnecessary costs.

Strategies from Within

4. Fundraising expectations.

- Program specific goals (\$ per team + Break & Non-con travels).
 - Department raffle (sell tickets over Thanksgiving; conduct in January - all but costs to programs).
 - Entertainment cards (sell for \$30, buy for \$15 – all \$ to program).
 - Player packs.
 - Department & program golf outings.
 - Tiger Club plan in conjunction with Advancement for annual and capital needs.

Fundraising for New Athletics Facilities

Jason Verdugo
Director of Athletics
Hamline University

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New Athletics Facilities

1. Internal vs external – showcasing Return On Investment (ROI).
2. Immediate need vs long term strategic vision of the institution.
3. Opportunity to service the entire institution and community (partners).

Electronic Fundraising

Meg Stevens
Director of Athletics
Averett University

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The old vs the new

	Platinum Cougar \$1,000 & above	Gold Cougar \$750- \$999	Blue Cougar \$500- \$749	Cougar Partner \$250- \$499	Cougar Friend \$100- \$249	Lettermen Club \$100	Lettermen Club Rookie \$50
Tax Deduction*							
Cougar Club Lapel Pin (new members only)							
Cougar Club Decal							
Invitations to Special Events							
Game Program Recognition							
Invitation to Athletics Banquet							
Cougars Apparel							
Basketball Season Tickets							
Football Season Tickets							
Parking Pass for Home Football Games							
Gameday Hospitality							
Quarterly Billing Options							
Executive Cougars Apparel							
Averett Society Membership							

*For federal income tax purposes, charitable deductions are limited to the excess of your contribution above the value of goods or services received based on the level of giving. Gifts to the Cougar Club at the platinum, gold, and blue level include season tickets which require that the cost of those tickets not be considered a tax deduction. Donors may decline season tickets, preserving the full value of the tax deduction by checking box on form.

Dear Cougar fans,

I'm excited about the opportunity to lead Averett's department of athletics. Averett has a proud history of success in the classroom, in the community and in competition, and we will continue to build upon that tradition. Our number one goal is to focus on the personal growth and development of our student-athletes. Your contributions to the Cougar Club help us toward this goal. It is your donations that help our players succeed on and off the field and provide our student-athletes with a

great overall experience.

- Our vision is simple, 3-2-1:
- 3: We want our programs and student-athletes to achieve a 3.0 grade point average.
 - 2: We want Averett's teams to compete to be in the top two in the USA South Athletic Conference.
 - 1: We want us to cultivate a "one team" philosophy where we all work together to succeed. We have 14 different sports, but **ONE TEAM**. Team Averett. As a member of the Cougar Club, we will include you as part of our team!

Whether it is in the classroom, the community or in competition, we have focused, and will continue to focus, on providing a quality experience for our student-athletes. It is definitely an exciting time in Averett athletics and I'm looking forward to being a part of it. I hope you will be a part of it as well.

Meg Stevens
Averett Director of Athletics



PAYMENT OPTIONS

BY CHECK

My entire contribution in the amount of \$ _____ is enclosed.

My first pledge payment in the amount of \$ _____ is enclosed.

Please send me a reminder for my next three pledge payments. (This option only available for donors of \$500 or more)

Please make checks payable to the Averett Cougar Club

BY PAYROLL DEDUCTION

I am a staff or faculty member at Averett and would like to make my pledge through payroll deduction.

BY CREDIT CARD

Please charge my credit card for the entire pledge in the amount of \$ _____

Please charge my credit card in the amount of \$ _____ each quarter. (This option only available for donors of \$500 or more)

VISA MASTERCARD

Credit Card Number _____ Exp. Date _____

Signature _____ Date _____

GIFT DESIGNATION

Please direct my gift to _____ (Donors have the option to direct their gift to the sport of their choice)

MATCHING GIFTS

My company will match my gift. (Please attach matching gift form)

Company name: _____

TICKET WAIVER FOR TAX DEDUCTION

I decline season tickets, preserving the full value of my tax deduction.

https://app.mobilecause.com/vf/AUCOUGARS/

AU Text AUCOUGARS to 71777

Averett University Athletics

\$17,270.43 Total Raised

\$50,000 Goal

105 Donors

[Make a Donation](#)

Impact Teams Donors Comments

Name _____

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Why switch?

1. Convenience for people to give.
2. Faster.
3. Actually cheaper without mailings.
4. Better tracking.

Why switch?

5. Text to give feature.
6. New (younger) population.
7. Visually more appealing.

Discussion

- Find a partner.
- Share fundraising successes and accomplishment(s).
- Text questions.

Panelist Q&A

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Key Takeaways

- Articulate vision and strategy.
- Focus on institutional impact, not just athletics.
“See the big picture”.
- Collaborate with Development office. Build a team with campus partners.
- Consistent language from key university employees.

Key Takeaways

- Products, discounts, and gifts in kind provide meaningful funds and may be difficult to quantify, yet important to leverage.
- Do not underestimate the power of financial discipline and internal operations to “raise funds”.
- Stewardship of donors.

Questions?

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