Fundraising: A Roadmap To Success
Agenda

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

• Electronic fundraising.
• Fundraising successes.
• Panelist Q&A.
• Key takeaways.
Panelists

• Bridget Belgiovin, 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.
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?
Discussion

• Find a partner.
• Share fundraising issue/concern(s).
• Text questions.
Collaboration with Campus Development

Bridget Belgiovine
Director of Athletics & Recreation
Wellesley College
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.
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
Budget Relieving Annual Giving
Team Fundraising
Athlete/Parent Contributions
Reduce Costs
Investment in Apparel Vendor

Restructured Staffing Model

Creation of a Master's In Coaching Program

Strategic Sport Additions

Transportation Contract

Accountability

Fundraising Opportunities
### Non-Cap Equipment

- **Single Vendor**
  - Leverage apparel agreement
  - Equipment purchases
  - Audit & Inventory annual and semi-annual purchases

### Transportation

- **Single Vendor**
  - Non-conference scheduling
  - NCAC scheduling
  - Break travel
Memberships

- Dues to coaching associations
- League and NCAA dues
- Rental fees

Technology

- Coverage on video exchanges & essential software
- HC coverage on enhanced video/software programs
- Equipment Rotation
Hotel

- Scheduling to avoid
- Admin advance booking
- Consistent experience

Meals

- Scheduling to avoid extra meals
- Dept. policy on number of meals for contests
- Reduce snack purchases & increase dining plans
Recruiting

- Recruit
- Car rental agreement
- Hotel and meals
- Fees

Cap/Facility Expenses

- Cap $
- Goals, nets, pads, etc.
- Uniforms
- Facility upgrades
Strategies from Within


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.
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
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
The old vs the new
Why switch?

1. Convenience for people to give.
2. Faster.
3. Actually cheaper without mailings.
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.
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?