BEST PRACTICES IN ATHLETIC FUNDRAISING

UTILIZING RESOURCES TO MAXIMIZE ATHLETIC PRIVATE GIVING

BY ANTHONY HOLLOMAN, ED.D.
<table>
<thead>
<tr>
<th>University</th>
<th>Private Giving</th>
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<tr>
<td>Texas A&amp;M University</td>
<td>$66,987,139</td>
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<td>University of Oregon</td>
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<td>Kansas State University</td>
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<td>University of Notre Dame</td>
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<td>University of Kansas</td>
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<td>Texas Christian University</td>
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PROSPECT ENGAGEMENT

- 80% OF PROSPECTS
- FIRST GIFT
- LOYAL DONOR
- MAJOR GIFT
- PRINCIPAL

80% OF MONEY
20% OF MONEY

20% OF PROSPECTS

80% OF MONEY
FUNDRAISING RESOURCES

- FULL-TIME / FRONT LINE FUNDRAISERS
- ANNUAL METRICS
- SOPHISTICATION
- DONOR ENGAGEMENT
- PROSPECT MOTION
- DONOR MOTIVATION
FUNDRAISING STRUCTURE

• FUNDRAISING PLAN
• ATHLETIC ENDOWMENTS
• ATHLETIC ASSOCIATION
STRATEGIES TO INCREASE FUNDRAISING

• RELATIONSHIP MANAGEMENT
• TARGET AUDIENCE
• PROVEN STRATEGIES
STEPS IN THE FUNDRAISING PROCESS

1. IDENTIFYING
2. CULTIVATING
3. ASKING
4. THANKING
A CHECK LIST

• Review the strategy that you feel will enhance the results.
• Know your prospect before calling for an appointment
• Face-to-face solicitation is the most effective way to obtain substantial gift amounts.
• Never meet with a prospect by yourself
• Know your "product" well before you visit with a prospect.
• Remember that listening is the key to success.
• Be firm, persistent, patient and respectful.
SUCCESSFUL FUNDRAISING SUGGESTIONS

• Plan properly for your meeting
• Be honest about the purpose of the meeting
• Make team visits
• Review approach with team member(s)
• Make the ask in the home or office of the prospect
• Tell the story about your department’s financial needs
• Listen!
• Follow Up
• Discuss various payment options
• Say Thank you
FUNDRAISING PROCESS

CAREFUL PREPARATION

EFFECTIVE COMMUNICATION SKILLS

GREAT FLEXIBILITY