



# BEST PRACTICES IN ATHLETIC FUNDRAISING

UTILIZING RESOURCES TO MAXIMIZE ATHLETIC PRIVATE GIVING

*BY ANTHONY HOLLOMAN, ED.D.*

# PRIVATE GIVING IN THE POWER 5

TEXAS A&M  
UNIVERSITY  
**\$66,987,139**

UNIVERSITY OF  
OREGON  
**\$53,698,089**

UNIVERSITY OF  
MICHIGAN  
**\$51,717,862**

UNIVERSITY OF  
TEXAS  
**\$42,234,883**

TEXAS CHRISTIAN  
UNIVERSITY  
**\$38,319,614**

KANSAS STATE  
UNIVERSITY  
**\$34,369,836**

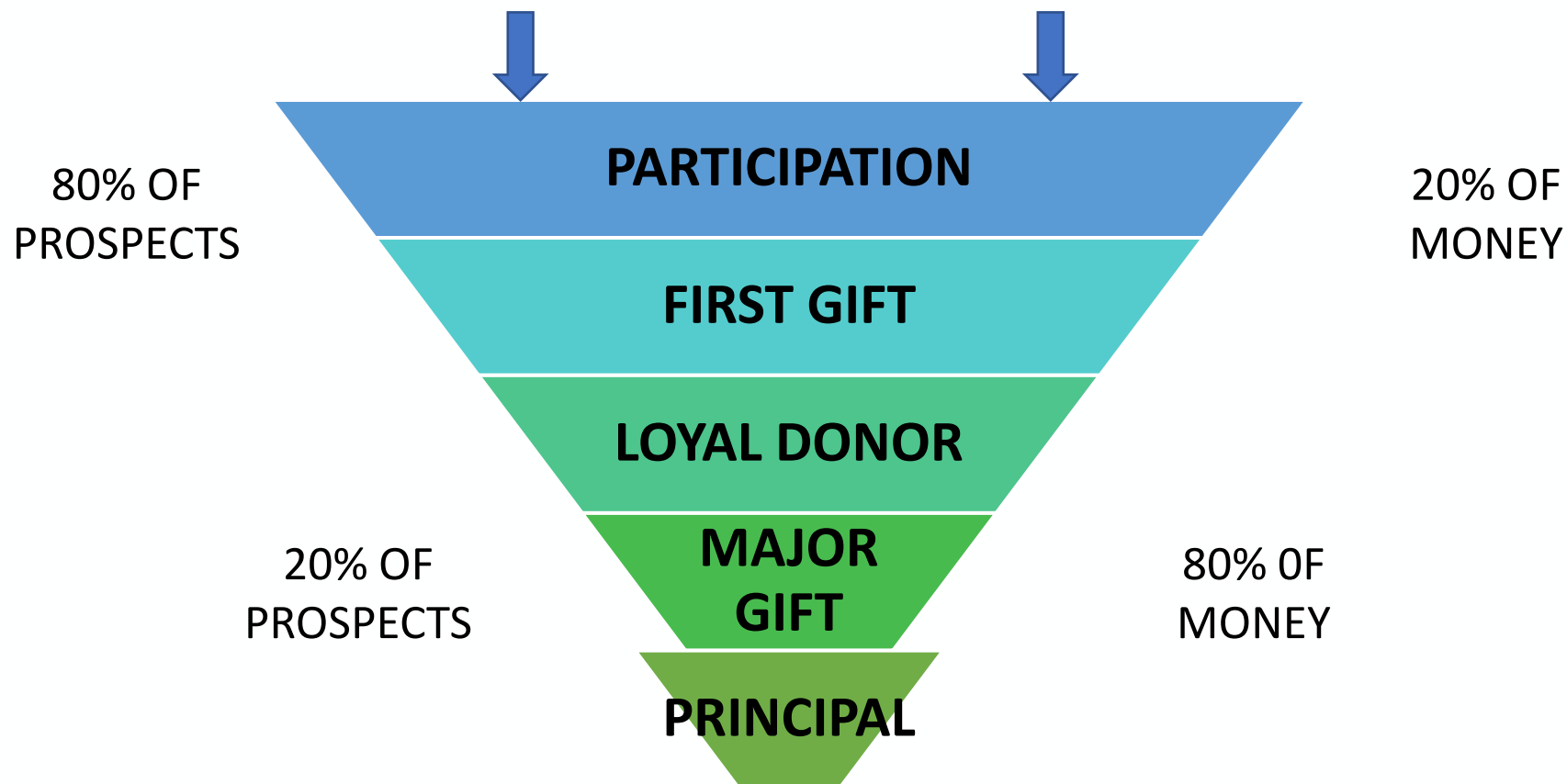
AUBURN  
UNIVERSITY  
**\$31,739,556**

UNIVERSITY OF  
WASHINGTON  
**\$30,730,210**

UNIVERSITY OF NOTRE  
DAME  
**\$30,461,237**

UNIVERSITY OF  
KANSAS  
**\$28,934,681**

# PROSPECT ENGAGEMENT



# 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



# 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

