

ATHLETICS FUNDRAISING INVESTMENT

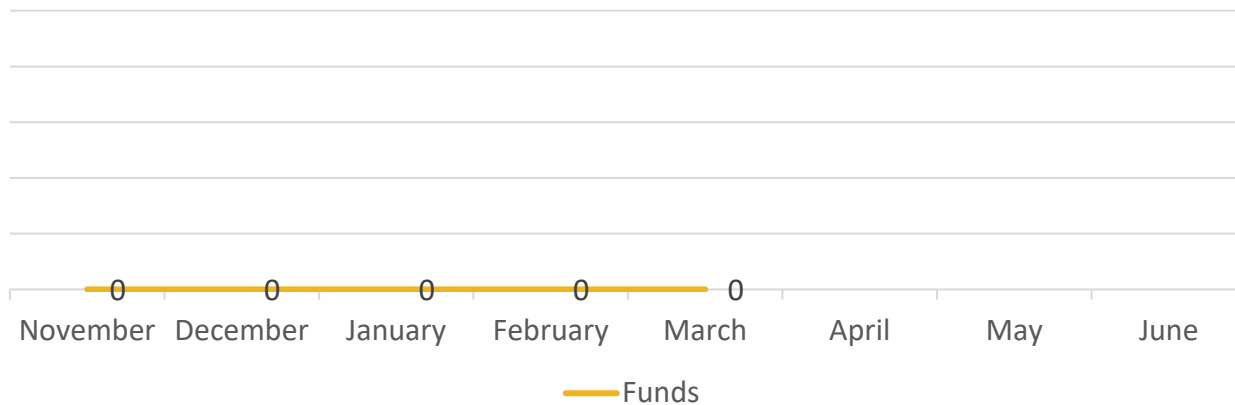
Start: November 2024

Finish: June 2025

Budget: \$98,000

Actual YTD: \$0

Funds Raised to Date



RISK/MITIGATION

Hiring Tommy Henry with his strong relationship and cultivation skills, plus specific knowledge of Winthrop and the NCAA Division 1 landscape is a win-win. However, rushing his on-boarding to expect immediate results with donors is a risk. Therefore, personalized training, aggressive goal setting, and robust fundraising strategies are being implemented with University Advancement oversight.

Q2 HIGHLIGHTS

- ✓ Hired Tommy Henry in mid-January.
- ✓ Qualified list of 62 prospects.
- ✓ Identified and connected with Top 10 stakeholders.
- ✓ Connected with each coach to identify giving priorities.
- ✓ Developed plan for each priority per program with timeline goal.

Q3 OBJECTIVES

- Update naming rights targets for each facility to include specific rooms, locker rooms, etc.
- Aggressive outreach of weekly calls to reach monthly goals.
- Secure 2 major gift opportunities.
- Secure 1 endowed scholarship.
- Develop strategies to increase donor retention and upgrade giving levels.
- Network with alumni, parents, and community members to build a broader donor base.
- Set-up 10 meetings with prospective parents of student-athletes.

Status:



Lead: Chuck Rey

Pillars: Engage

Date: 2/04/25

DESCRIPTION

Winthrop will create and implement a robust and comprehensive fundraising strategy that will secure the resources necessary to ensure that Winthrop Athletics has the ability to remain competitive and thrive in the future.

