

ATHLETICS FUNDRAISING INVESTMENT

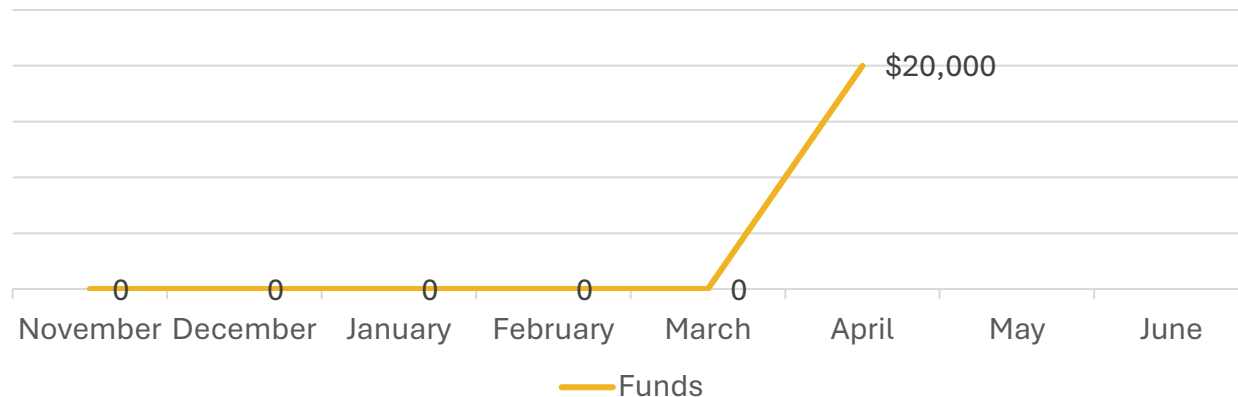
Start: November 2024

Finish: June 2025

Budget: \$98,000

Actual YTD: \$20,000

Funds Raised to Date



RISK/MITIGATION

With limited resources, hiring the right development officer with strong relationship and cultivation skills along with knowledge of the ever-changing NCAA Division I landscape is crucial to success. Fast-tracking this development officer to immediately impact donors is the risk. Mitigation occurs through personalized training, aggressive goal setting, and implementing robust strategies, for short-term success and long-term development.

Q3 HIGHLIGHTS

- ✓ 37 face-to-face meetings in 2 months.
- ✓ Managing a portfolio of 69 major gift prospects.
- ✓ 5 pending proposals valued at \$350,000.
- ✓ Utilizing coaches well in the donor cultivation process.
- ✓ Identified giving priorities for each team and space naming rights.

Q4 OBJECTIVES

- Secure 3 major gift opportunities.
- Streamline visual aid strategies with architecture firms to present design renderings to prospects.
- Create and develop Athletics “Giving Society” for NIL opportunities.
- Identify and cultivate certain donors for specific naming right opportunities.
- Coordinate strategies to upgrade Eagle Club giving levels.
- Focus on specific parents of student-athletes for projects-based team designs.

Status: 

Lead: Chuck Rey

Pillars: Engage

Date: 04/03/25

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.

