

ATHLETICS FUNDRAISING INVESTMENT

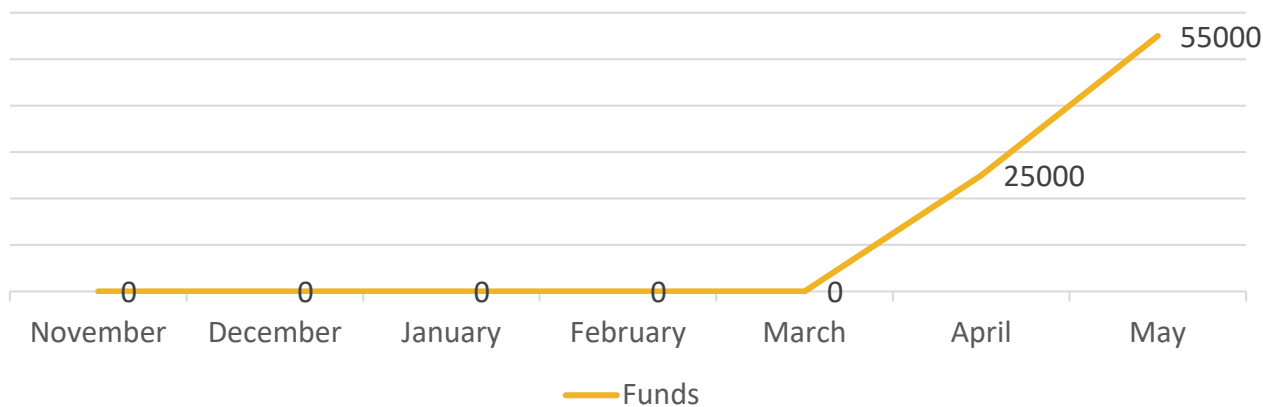
Start: November 2024

Finish: June 2025

Budget: \$67,375

Actual YTD: \$55,000

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.

Q4 HIGHLIGHTS

- ✓ Secured first two major gifts – men’s golf and women’s golf.
- ✓ 39 personal 1:1 meetings – the primary purpose is qualification.
- ✓ 19 pending proposals = \$490,000
- ✓ This reflects a high degree of activity.
- ✓ Developed pledge program for recurring annual gifts.
- ✓ Fundraising priorities for each team are confirmed.

CONTINUING OBJECTIVES

- Significant progress towards naming opportunities on Athletics complex.
- Aggressive outreach of weekly calls to achieve team fundraising priorities.
- Secure 2 major gift opportunities.
- Secure 1 endowed scholarship.
- Develop an Athletics Giving Society for recurring gifts.
- Outreach on a broader scope beyond the local region.
- Develop plan for next phase of NCAA revenue share (NIL) programs.

Status:



Lead: Chuck Rey

Pillars: Engage

Date: 06/10/25

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.

