

# ATHLETICS FUNDRAISING INVESTMENT

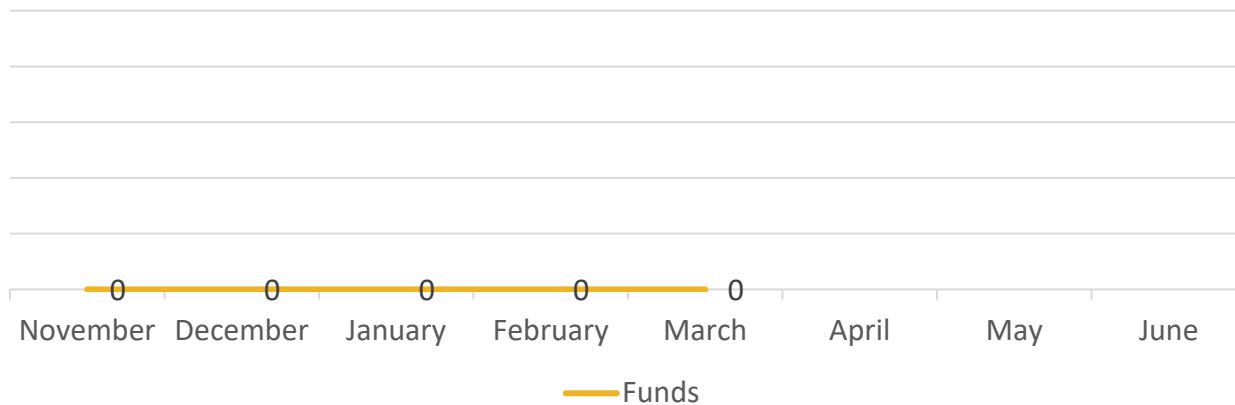
Start: November 2024

Finish: June 2025

Budget: \$98,000

Actual YTD: \$0

## 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.

## Q2 HIGHLIGHTS

- ✓ Obtained approval to hire
- ✓ Established University Advancement and Athletic department priorities
- ✓ Established team priorities

## Q3 OBJECTIVES

- Target specific facility renovation
- Qualify a list of 50+ prospects
- Set aggressive weekly calls, monthly and annual goals
- Establish rapport with 10 key stakeholders
- 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

Status:   
Lead: Chuck Rey  
Pillars: Engage  
Date: 11/25/24

## 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.*

