



FUNDRAISING: The one thing you need to do, Pt. 2

*Brian Rosario, Assistant Coach
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WHAT WE DO BEST

➤ *Recruiting Skills*

- Evaluation of Skills (eval periods, HS games, game film, etc.)
- Building the Relationships (phone calls, texts, unofficial visits, etc.)
- The Offers (official visits, zooms, FaceTime, etc.)
- Player Development (summer training/school, academic meetings, travel experiences, etc.)

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COMMON FUNDRAISERS

- *"Shoot"-a-thons (team specific)*
- *Business Sponsorships (annual, events)*
- *Golf Outings (department, program)*
- *Silent or Live Auctions (events, one-offs)*
- *Game Day (raffles, etc.)*
- *Donate for a Cause (game day, events)*
- *Sale-a-thon (partnerships)*

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WHY DOES MAJOR FUNDRAISING MATTER

➤ *Offsets Program Gaps*

- Needs vs. Wants

➤ *Helps Athletic Department Shortcomings*

- Unforeseen Events, i.e. Covid

➤ *Shows Strength of Program / Department*

- Institution/School >> Student Affairs >> Athletic Department >> Women's Basketball

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STAGES OF A FUNDRAISING CYCLE

➤ **Identification**

- Who to target
- Why to target

➤ **Cultivation**

- Interest
- Desire

➤ **Solicitation**

- When to ask
- How to ask

➤ **Stewardship**

- Extending relationship
- Sustaining relationship

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RECRUITING SKILLS vs. FUNDRAISING SKILLS

- *Evaluation of Skills*
- *Building the Relationships*
- *The Offers*
- *Player Development*
- *Identification*
- *Cultivation*
- *Solicitation*
- *Stewardship*

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FUNDAISING QUICK HITTERS

➤ **Types of Gifts**

- Annual (annual appeals)
- Major (once in a lifetime)
- Ultimate (endowments)

➤ **Moves Management**

- Cultivation > Solicitation > Stewardship
- ANNUAL gift becomes MAJOR gift
- MAJOR gift becomes ULTIMATE gift

➤ **Donors Groups**

- Alumni
- Parents of Alumni
- Friends of the Program

➤ **Methods of Touches**

- Newsletters / Direct Mail
- Telethon / Special Events
- Mass Marketing / Personal Solicitation

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ORGANIZING THE STAFF

Head Coach

- Top 10 donors / alumni
- Calls, texts, visits
- One-on-One with next ask
- Make the asks for major and ultimate gifts

Assistant Coaches / DOBO

- 25-40 donors / alumni
- Calls, texts
- Cultivate / Steward during events
- Moves manager for all donors / alumni

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MOVES MANAGEMENT

➤ **Electronic Touch** (i.e. direct mail, call, text)

- Updates
- Invites

➤ **Non-Asking Touch**

- Open Practice
- Meet 'n Greet
- Alumni Recognition Night

➤ **Asking Touch**

- Phone-a-thons
- Golf Outings
- Auctions (silent, live)
- Banquets (lifetime achievement award)
- Direct Appeals (foreign tours, etc.)

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TARGETING MOVES (MANAGEMENT)

➤ ***Go Back to Back***

- Get a repeat gift

➤ ***Up the Ante***

- Get a donor / alumni to up the value of their gift

➤ ***Go Major***

- Ask for a major gift every 18-32 months

➤ ***The Ultimate Warrior***

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THE ONE THING YOU HAVE TO DO

FOCUS ON YOUR PLAYERS!

Players become alumni.

Alumni become opportunity.

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NOW WHAT??

ORGANIZE – QUALIFY – OUTREACH

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ORGANIZING YOUR DATA

➤ **Top 10**

- Qualified alumni / community member
- Best chance at a major gift

➤ **Focus 50**

- Capable of major gift
- Timeframe: 12-18 months

➤ **Next 100**

- Warm to your program
- Not qualified

➤ **Final 100**

- Colder leads
- Think of the former players / community members who had limited time

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QUALIFYING YOUR ALUMNI / DONORS

➤ **Capacity**

- Dollar amounts
- Time / Talents to the program

➤ **Passions**

- What are they interested in?
 - Summer book club
 - Speaker series
 - Funding programming / operations

➤ **Giving History**

- Dollar amounts
- Timing of gifts
- Where did the gift go?

➤ **Experiences of the Program**

- Player / Program experience
- Knowledge of recent history of program

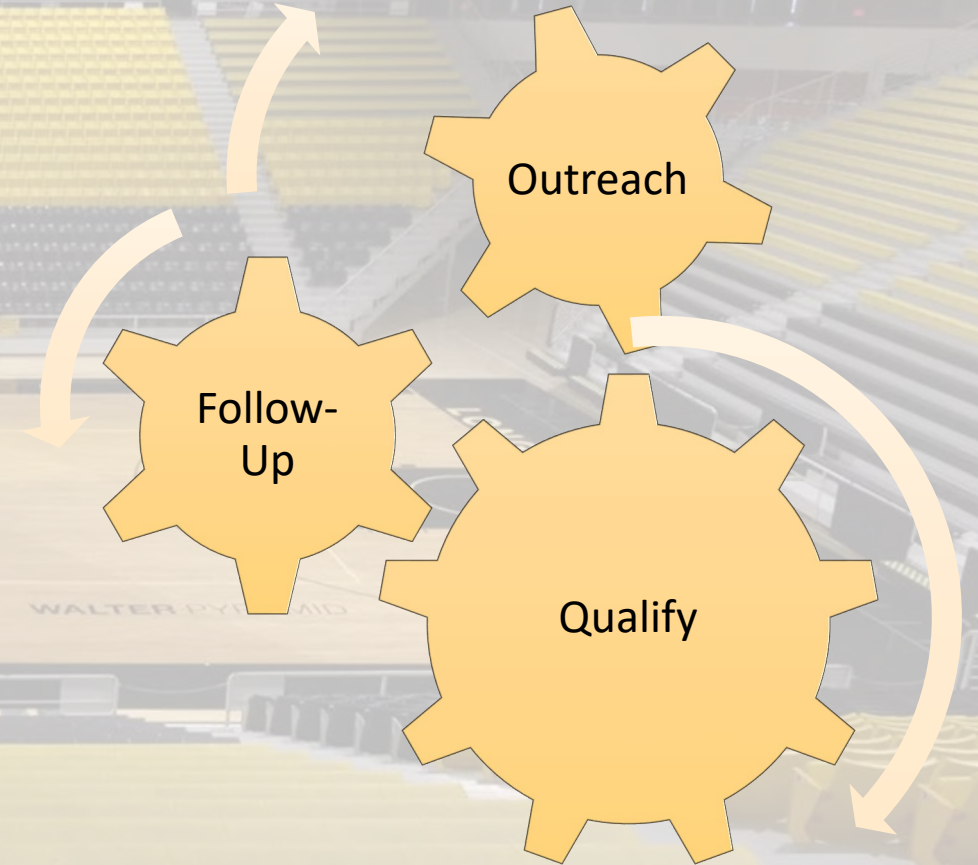
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OUTREACH CONTINUUM

OUTREACH leads to a FOLLOW-UP

A FOLLOW-UP leads to QUALIFYING

QUALIFYING leads to OUTREACH



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PACKAGING GIVING OPPORTUNITIES

- *Annual / Membership*
- *Recurring / Sustainable*
- *Operational Slate*
- *Programming / Foreign Trips*
- *Naming Rights*
- *Pledges*

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THANK YOU.

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