

PRIVATE GIVING IN THE POWER 5

TEXAS A&M
UNIVERSITY
\$66,987,139

UNIVERSITY OF
OREGON
\$53,698,089

UNIVERSITY OF
MICHIGAN
\$51,717,862

UNIVERSITY OF
TEXAS
\$42,234,883

TEXAS CHRISTIAN
UNIVERSITY
\$38,319,614

KANSAS STATE
UNIVERSITY
\$34,369,836

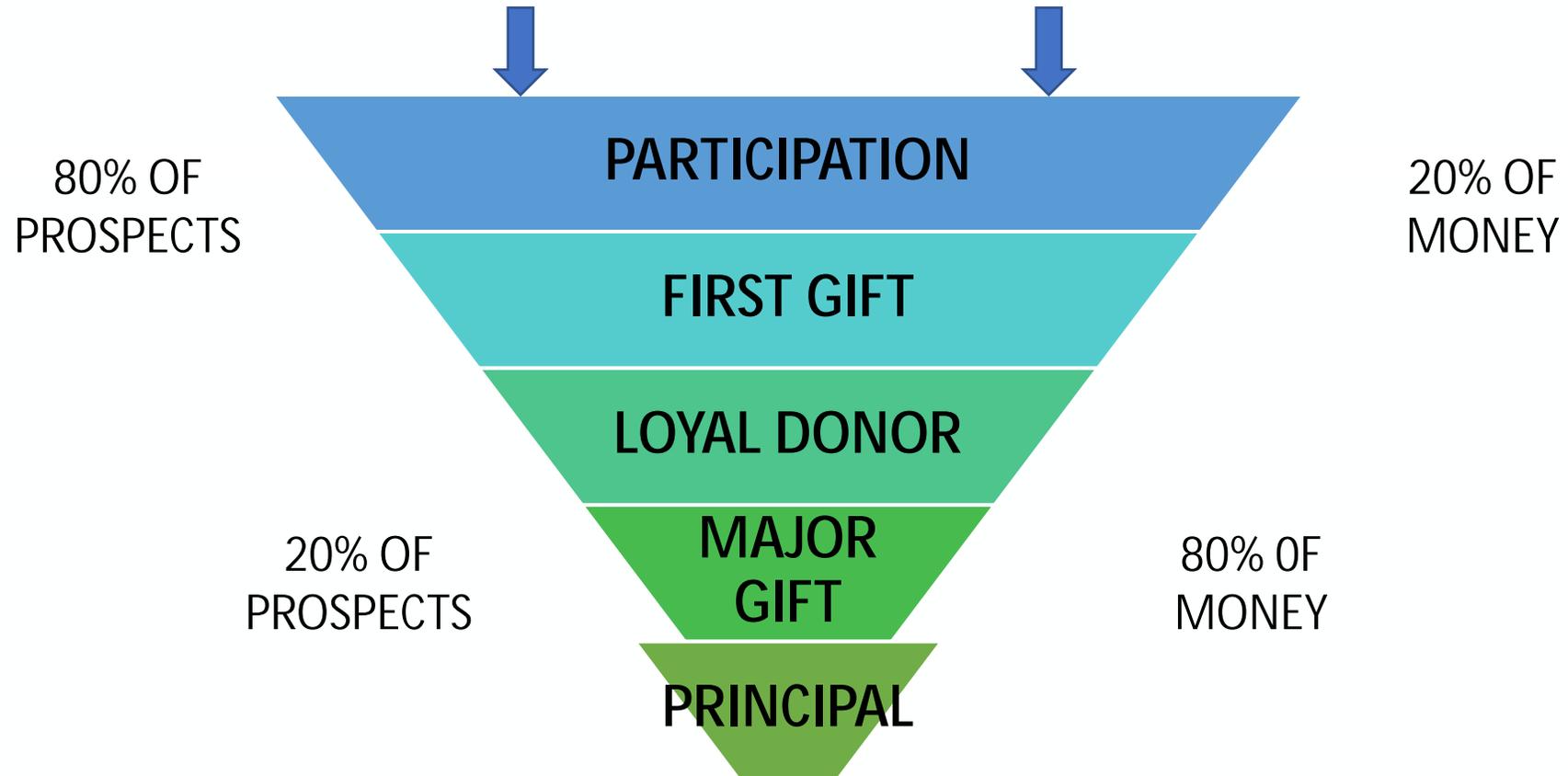
AUBURN
UNIVERSITY
\$31,739,556

UNIVERSITY OF
WASHINGTON
\$30,730,210

UNIVERSITY OF NOTRE
DAME
\$30,461,237

UNIVERSITY OF
KANSAS
\$28,934,681

PROSPECT ENGAGEMENT



FUNDRAISING RESOURCES

- FULL-TIME / FRONT LINE FUNDRAISERS
- ANNUAL METRICS
- SOPHISTICATION
- DONOR ENGAGEMENT
- PROSPECT MOTION
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FUNDRAISING STRUCTURE

- FUNDRAISING PLAN
- ATHLETIC ENDOWMENTS
- ATHLETIC ASSOCIATION

STRATEGIES TO INCREASE FUNDRAIS

- RELATIONSHIP MANAGEMENT
- TARGET AUDIENCE
- PROVEN STRATEGIES

A CHECK LIST

- Review the strategy that you feel will enhance the results.
- Know your prospect before calling for an appointment
- Face-to-face solicitation is the most effective way to obtain substantial gift amounts.
- Never meet with a prospect by yourself
- Know your "product" well before you visit with a prospect.
- Remember that listening is the key to success.
- Be firm, persistent, patient and respectful.



FUNDRAISING PROCESS

