Strategic Planning and Fundraising Your Road to Success
STRATEGIC PLANNING

• WHY (or WHY NOT)?
• WHO?
• HOW?
STRATEGIC PLANNING
Key Constituents

• Coaches
• Program Heads
• Athletic Administration
• Supervisor
• Student-Athletes
• FAR/Advisory Committee
• University Planning Office
STRATEGIC PLANNING
Key Components

• Vision
• Mission
• Values
• Goals/Objectives

• Measures
• Assessment
• Time Frames
• Responsibility
FUNDRAISING

INTERNAL

&

EXTERNAL
FUNDRAISING

• Annual Giving
• Sponsorships
• Major Gifts
• Endowments

• Booster Organization
• Team vs. Department
• Relationships/Stewardship
• Department Ideas
QUESTIONS?
"The nicest thing about NOT planning is that failure comes as a complete surprise and is not preceded by a period of worry and depression."

~John Preston, Boston College
VISION

• “A vision describes in brief what the organization should look like as it successfully implements its strategies and achieves its full potential. A vision statement answers the question, Where and what do we want to be? Or put more fully, What might we look like, or what might we ideally be in the future given expected opportunities, challenges, and anticipated action needed to get there?” (Bryson, John; Strategic Planning for Public and Nonprofit Organizations, 2011, p.114)

• A vision is less specific than a mission statement and typically only one to three sentences long (approximately 35 words). It is your “big picture” of the way things ought to be. Dare to dream.
STEWARDSHIP

• Understand Motivations
• Manage Expectations
• Process Gift
• Thank You
• Publically Acknowledge
• Naming Opportunities

• Invitation to Events
• Recognize Specials Events
• Advice/Expertise
• Hear from those Impacted