



**ATHLETIC FUNDRAISING AND
SPONSORSHIPS:
HOW TO CREATE A WINNING
DEVELOPMENT PROGRAM THAT
BENEFITS STUDENT-ATHLETES**



#NCAACONV

Meet the Panelists

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Senior Associate Athletic Director for Development, *University of Indianapolis*

Travis Goff

Deputy Director of Athletics, Development, *Northwestern University*

Henry Goodgame

Director, Alumni Relations, Annual Gifts & Special Events, *Morehouse College*

Scarlett Schneider, Ph.D.

Executive Director of Athletics Development, *University of Pennsylvania*



Integrating Athletic Fundraising in the Overall Campus Strategy

- Creating a culture of collaboration while effectively navigating multiple asks for multiple campus needs (academics and/or athletics)



Transactional and Philanthropic Giving

- Defining the differences between the two
- Demonstrating the impact each provides



Supporting the Student-Athlete Intercollegiate Experience Through Fundraising

- Successful stewardship strategies that support the student-athlete experience
- Best practices for cultivation



Incorporating Your Coaches

- Why, when, and how to engage coaches in donor visits and personal appeals
- The do's and don'ts



Effective External Affairs

- Athletic development and corporate partnership programs...how can they help each other?
- Managing the role of a corporate sponsor who happens to be a donor as well
- How to find your lead donors, new prospects, and corporate sponsors



Effective Donor Relations During a Campus Crisis

- What is your operational plan?
- How do you navigate the ship through the storm?



Questions / Answers

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