

Athletics Development Donors Mobile Giving Technology Social Media Facebook
Video Appeals Twitter College Athletics Annual Fund Best Practices E-Mail

TECHNOLOGY & DEVELOPMENT

A Report of Best Practices

Fund Best Practices E-Mail Clients Constituents NAADD Personal URLs Online
Giving Website Design Revenue Generation Building a Following Event Registration Dona-
tions Priority Points Driving Online Traffic Industry Professionals Ohio
University Sports Administration Research New Ideas YouTube
Facility Updates New Ideas YouTube Facility Updates Athletics
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PRESENTED BY THE NATIONAL ASSOCIATION OF ATHLETICS
DEVELOPMENT DIRECTORS

IN CONJUNCTION WITH OHIO UNIVERSITY SPORTS ADMINISTRATION

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Mail Clients Constituents NAADD Personal URLs Online Giving Website Design
Revenue Generation Building a Following Event Registration Donations

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Introduction

Over the past few years, the need for annual gift support in many intercollegiate athletics departments has risen sharply as other resources for funding have been cut back or eliminated. With the ever-growing importance of a functional annual fund comes the need for creative new avenues to engage donors and solicit gifts. One area which fundraisers have begun to explore more recently is the use of technology* in their pursuit of a healthy annual fund base.

In an effort to discover some of the newest and best uses of technology in fundraising, four Ohio University graduate students have engaged in a research project on behalf of the National Association of Athletic Development Directors (NAADD). By way of telephone interviews, email correspondence, online webinars, and Internet research, the team has utilized athletics development officers from all over the country to provide best practices from their experiences with technology.

What follows is a handbook that describes the best innovations that have been uncovered as well as ideas on how other athletics development officers can benefit from utilizing technology. Included are suggestions for defining needs and resources, creating a strategy that supports the overall fundraising goals, and implementing one or more of these great ideas. By sharing this information with the NAADD membership, it is our hope that institutions can become stronger as they learn from their peers.

** For purposes of this research, the term technology is used to describe a wide breadth of mediums including, but not limited to: online giving, social media, video, website applications, and computer software. In no way does this research recognize every use of technology for fundraising, instead focusing on the types that were identified by athletics development directors who participated in the research.*

Identifying Your Needs

When exploring the various opportunities provided by the use of technology and development, it is imperative that the development office takes a look at what their goals as an organization are and how the initiative will impact their operations. Technology can be a great asset, but it can also be a tremendous distraction. Spending hours updating a Facebook page that struggles to generate revenue can keep an employee off the phones and stuck behind a desk.

Therefore, development offices must ensure that the needs of the organization are being met with the use of technology. Through our research, we found most development departments are looking for a fresh, new way to create buzz about their operations and continue to meet donors in the easiest way possible. Technology has the ability to enhance the various communication efforts of the development office, whether that is through an advanced email client, social media, or highlight videos on YouTube.

Murray State University recognized this early on in their use of social media. Multiple offices in their department were operating their own Twitter or Facebook pages, each targeting many of the same people.

To streamline the process, the marketing, development and sports media heads sat down and hashed out a strategy. Twitter would be used for score updates and short informational links, where Facebook would be utilized to promote events and activities, as well as encourage attendance at games. In doing this, Murray State was able to justify the use of the two avenues, providing each office with a direction in their use of the technology, meeting the needs of both the sports media department and development/marketing.

Now, Murray State has a smaller staff than some larger schools, which increased their need to consolidate. Other schools may benefit from having multiple pages and seeking out donors or prospects through various avenues. That is why before venturing into the technology space, all organizations should list their needs and how each initiative will affect them. All individuals contacted for this study spoke about the time consuming nature of various technology ventures, which must be taken in account when deciding on a new initiative.

For the most part, technology has the ability to enhance a development operation, but it will never replace the personal touch. Therefore, the use of these new applications needs to be approached with a return on investment (ROI) frame of mind. If it takes a staff member 5 hours a week to update a Facebook page, it might not be the best use of their time. However, if a new email client will allow for online solicitations and save on postage costs, then perhaps utilizing this technology makes sense. Further in the report we will discuss the implementation of each type of technology we uncovered and how they can be used to benefit a development operation.

Creating a Plan

Similar to identifying needs, a clear plan greatly increases the likelihood of successful implementation. Creating technology related athletics development goals will help lead to a plan that efficiently uses your available resources. To determine how technology can play a role in your athletics development strategy, you must first define your needs and desired outcomes. When creating your department's plan, consider the following questions:

- Who are you trying to reach?
- What do you want them to do?
- What resources do you have available to apply towards technology initiatives?

Once goals have been established, an effective plan should be formalized. Clearly stated objectives with desired outcomes will provide for an evaluation metric that is vital to determining the effectiveness. The plan should state how the various technologies will be utilized to reach the desired audience, who will be responsible for updating the technologies, and what specific measures will be utilized (website clicks, conversion rates) to gauge performance. The formation of a plan will help serve as a guide to choosing the technological application(s) best suited for your fundraising needs.

What Technology is Utilized by NAADD Membership?

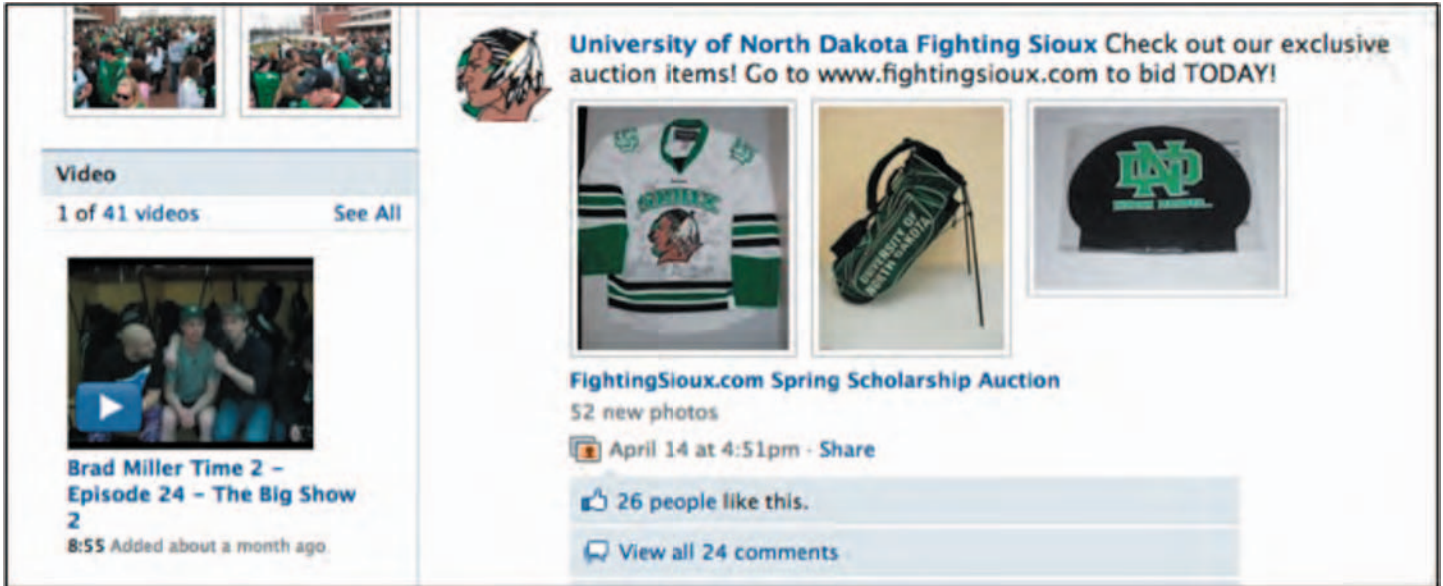
Social Media

Over the past few years, social media has become an integral part of consumers' daily lives. Users of Facebook, Twitter, and similar social media platforms check their computers and mobile devices for status updates several times a day. Most businesses are implementing strategies geared toward leveraging these tools, and sports organizations are no exception.

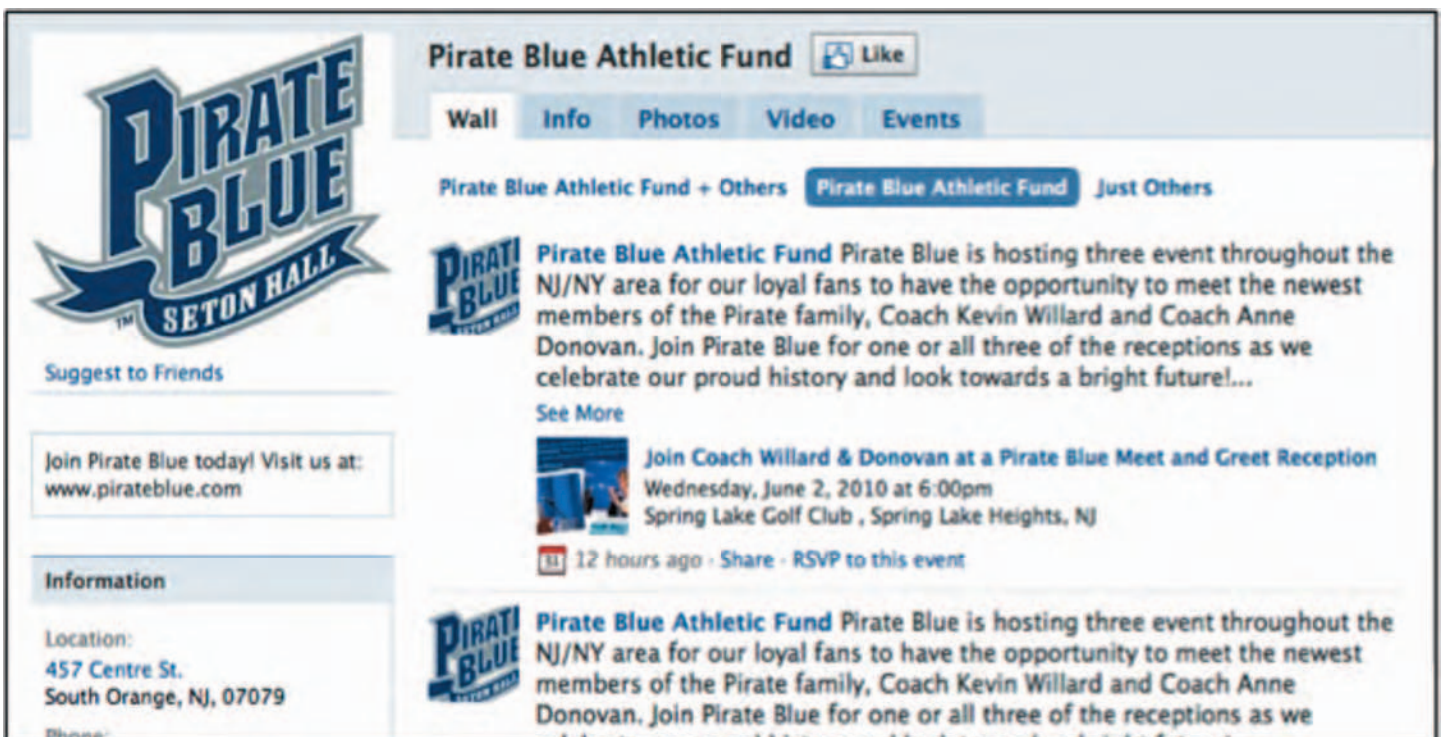
In discussions with development officers across the country, we received varied opinions on the use of social media for fundraising purposes. Some have embraced the idea, while others feel that social media may take away from the relationship building aspect of development activities. While it is true that social media will never replace the personal touch of face-to-face communication, there are several ways to leverage social media for awareness, research, and stewardship purposes.

Event Announcements/Reminders

For most athletic departments, social media is utilized most frequently by the marketing department. Facebook and Twitter have been identified as great mediums for communicating event information out to the athletic department's fan base. Accordingly, development offices can look to leverage the general athletic department's Facebook page to send reminders for upcoming development-related events, such as golf fundraising events and online auctions.



The University of North Dakota's development office utilized the athletic department Facebook page to make announcements regarding online auction items. This is a great way to increase awareness regarding fundraising activities, possibly resulting in new development prospects.



In order to communicate more targeted messages, consider creating a Facebook page specifically for your athletic fund. Seton Hall created a "Pirate Blue Athletic Fund" page to communicate development-specific messages to the donor base.

New Donor Solicitation

Many development officers have expressed concern regarding the ability to develop relationships with donors through the use of social media. Personal touch is an issue with social media, and few stewardship activities can be performed with social media tools. However, social media should be considered as a potential tool for solicitation of new annual fund donors. As an example, the University of Wyoming's Cowboy Joe Club used their Twitter page for contests to entice new donors at preliminary annual fund levels.



The Cowboy Joe Club at the University of Wyoming “tweeted” an offer of courtside tickets to a home basketball game as an incentive for fans to join the annual fund. This method may be effective for potential donors who need extra incentive to make their first donation.

Research Opportunities

While Facebook and Twitter are great tools for communicating your message to the athletics department's fan base, a few development officers have taken “outside the box” thinking further by utilizing these tools for research purposes. For instance, one development officer used Facebook to search for a donor's wealth indicators. Through the donor's status updates (e.g. trips he/she was taking), the development officer identified an opportunity for greater solicitation. As a result of making a higher ask, the donor's contributions increased from small gifts to a gift of \$25,000.

Video Appeals

As social media use has increased, so has the use of video appeals, which motivate viewers to action. As prospects become less interested in reading materials, videos effectively convey the desired appeal in a more emotional manner. Playing on emotions related to the cause, videos can describe the value of a gift in a more personal fashion, engaging the viewer's senses and encouraging them to act now.

Message Crafting

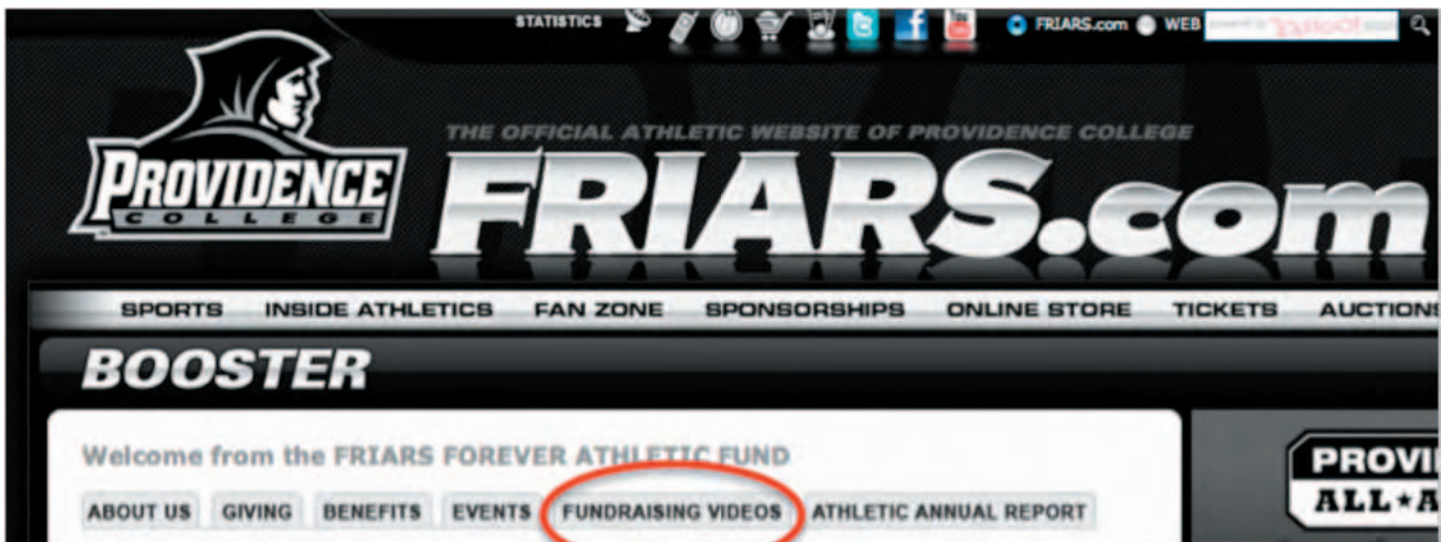
Effective video messages are focused, passionate, and authentic. The video should focus on a key idea to provide the most powerful, clear message. Too many messages within one video could dilute the desired impact. A direct, commanding message will be more likely to immediately captivate and engage your prospects.

Videos can also evoke your donor's passion for the athletic teams. An honest, authentic video provides an intuitive experience that is more direct than traditional mediums. Determine what motivates your donors (coaches, student-athletes, administrators, highlights, statistics) and include it in the video to play on the passion. The videos should showcase individuals that played an integral role in the cause or could have benefited from support. This will further create an emotional, authentic appeal.

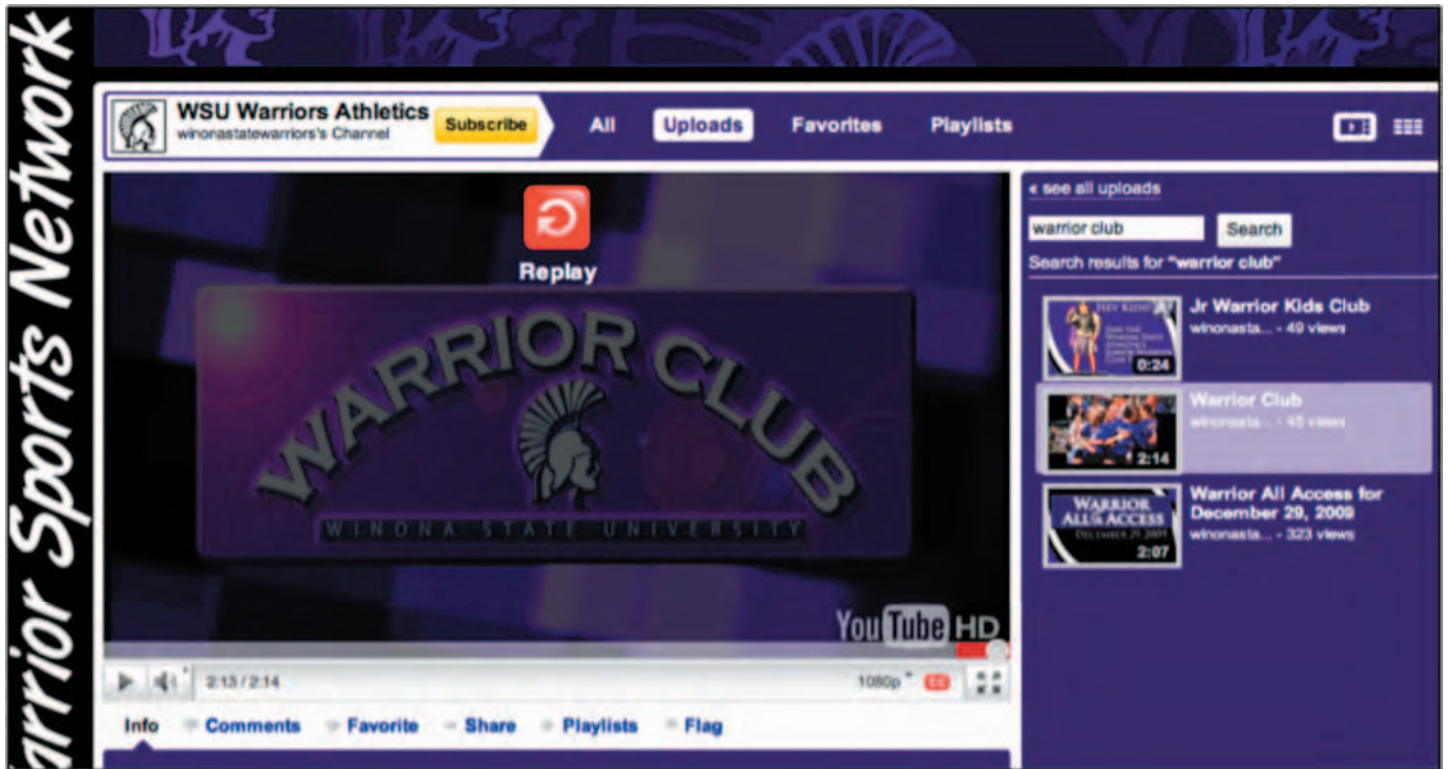
Delivery Options

One of the great assets to video messages is the versatility in which they can be presented. Various delivery methods of video appeals can increase awareness and offer valuable cost saving opportunities.

Multiple presentation methods not only increase the likelihood of getting your message in front of prospects, but can also play a role in reducing mailing costs. Video messages can be embedded into emails, displayed on the athletic website main page, be included on microsites devoted to specific causes, and/or appear on team/departments YouTube pages. These various mediums present multiple ways to reach donors at little to no cost, increase awareness to campaigns, and could lead to decreased publication expenditures.



Include a link to your fundraising videos on your development website to constantly provide opportunities for prospects to hear about your cause. You never know who might find the video. Here is an example of how Providence College includes a link to past fundraising videos on their Booster web page.



Here is an example how institutions at all levels can take advantage of video hosting websites and unique team video pages to link fundraising videos. Winona State University, a NCAA Division II member, has included fundraising videos on their YouTube page.

Production Resources

Evaluate what resources are available throughout your institution to create a video message.

Video appeals can be completed no matter the resources available. You can seek student involvement from your institution's communications department to mitigate possible costs and enhance educational opportunities. These students will have access to professional technology and knowledge of the necessary applications to produce the desired appeal.

Video production can also be outsourced to expert advertising/production companies. This is not necessary to receive the benefit from video appeals, but can present additional opportunities that might enhance the appeal's success. Companies dedicated to creating fundraising appeals like Mudd Academics and Pursuant Sports have the expertise to creatively enhance the calls to action.

WE ARE PANTHER PRIDE!

JOIN NOW!

PANTHER Scholarship CLUB

Variable Name,

Now is your time to join the team behind the teams, the Panther Scholarship Club! The Panther Scholarship Club is dedicated to raising money for UNI student-athlete scholarships as well as encourage athletic and academic success.

Also, if you join us today, you will also receive great benefits like priority parking on game day, priority seating, post-season ticket priority and so much more!

JOIN NOW

Thank you for your support and Go Panthers!

GET UNI FOOTBALL TICKETS
Join the Panther Scholarship Club & receive priority seating when you purchase football season tickets!

SEND OFFER TO A FRIEND
Pass this message along to your fellow alums by clicking here.
SHARE IT

FIND US ON FACEBOOK
Stay connected and join UNI Athletics on Facebook!

An example of the University of Northern Iowa's Panther Scholarship Club page designed by Mudd Academics, which resulted in a 34% conversation rate.

The cost of outsourcing video production varies depending upon the design, production, and analytics tied into the video. It is important to consider goals and desired plan before determining the best method of designing videos.

USE THE NEXT PAGE TO JOIN THE POSSE RIGHT NOW!

SHARE VIDEO

POSSE

An example of Oklahoma State University's "Ride with the Posse" campaign video created by Pursuant Sports that directly links the call to action to a giving page. Give your donors instant access to give after the video appeal.

Advanced Email

For years, development directors have been reaching out to their donor base and seeking to gain new members through standard mail appeals. This method, while effective, can be cost prohibitive, time consuming, and lead to a less personal touch with the donor.

More recently, development directors have begun to use email to send out appeals to their donors and prospects. Several institutions interviewed have taken their email appeals to the next level, and have partnered up with email service providers to deliver highly customized, visually appealing, and more effective communication pieces. Scoutware, OnLetterhead, Constant Contact, and Raiser's Edge are just a few examples of what athletics development officers are using.

Vendor Examples

When choosing a vendor, examine a few companies that specialize in custom email contact and see if their platform is something that will benefit your organization. For example, many institutions that were interviewed utilized the services provided by Scoutware and other recruiting based programs. As there are many similarities between recruiting student-athletes and attracting new donors, these applications have shown to be valuable to the fundraising professional.

With Scoutware, for example, it is possible to create emails that are complete with appealing graphics and colors. The emails can be personalized to each recipient, and development departments have the option to "ghost-write" an email that appears to come from a head coach or the athletics director, but all the replies go directly back to the development officer who created the email.

During their recent Final Four run, West Virginia was using Scoutware to send emails to their donors and fans at least once a day to relay information and promote the Mountaineer Athletic Club. The best part is emails sent from many of these service providers are tracked so you can see who clicks what links and where the message is forwarded. You can also embed giving links, videos, pictures, graphics, links to your website, and much more. For example, Providence College has achieved great results from using the automatic "Happy Birthday" text message feature on Scoutware.

There is, of course, an investment to be made with any of these types of programs, but it would be worth your time to ask around your athletics department to see what recruiting software or advanced email programs your coaches and marketing staff are using. In some cases, you may be able to package your services, thus saving on cost.



Here is an example of a customized and graphic email from Boise State using OnLetterhead. These e-mails can provide a great deal of information and come complete with giving links on the side of the page.

Unique Online Effort

Another innovative way to reach out to new donors is to capture their attention with an internet-based solicitation. There are several organizations (perlem.com for example) that specialize in creating Personal URLs. The Personal URL is, essentially, a website that is created for ONE PERSON as their own, custom site (e.g. www.DonorName.PirateBlueAthletic.com).

Personal URL

If you are looking for a new way to generate new membership to your annual fund, look into using the Personal URL (PURL), as some departments have used it to great success. Seton Hall had 19,000 addresses of lapsed donors, season ticket holders, and non-donor alumni, and chose to engage them through a PURL campaign.

For each of these 19,000 individuals, the Pirate Blue Athletic Fund created a Personal URL and sent a postcard to each prospect with instructions on how to access their personal website. Upon visiting the site, prospects found that if they entered in their contact information (email, cell phone, address) they would receive a free gift, which in their case was a car logo magnet. In addition, there was an ask to join their annual fund on the page resulting in a 9% response rate for donations. This percentage of people who chose to make a gift was substantially higher than other typical mail appeals, and they were able to collect many emails and phone numbers in the process, even if the prospect did not make a gift.

Your Development Website

Almost every development officer contacted for this study mentioned their desire for a better website. They wanted the ability to receive online donations, provide fresh information, exploit video opportunities and make their websites more than an information portal. Accomplishing this is no small feat, as most websites to date are “data dumps” where the annual giving brochure is essentially replicated online.

However, this approach is somewhat of a necessary evil. Each website should function with an approach to educate their donors on new policies, benefit charts and all other necessary information. By having the information readily available, prospects and donors will have the ability to have their questions answered without needing to send an email or make a phone call.

However, several schools are fighting to make their page more interactive and attractive for their donors. The University of Missouri is currently working with Ticketmaster to create the ability for donors to log into their personal account. From here they will have the opportunity to see their priority points, previous giving history, and update their contact information. They will also have the ability to make their gift and renew their season tickets. This process will undoubtedly save the Tiger Scholarship Fund from processing gifts and fielding phone calls regarding priority points.

Online Giving

There are still schools that lack the ability to give online, which is a necessary component of any development operation. Since the implementation of online giving, Boston University has had a 500% increase from their first year offering the technology and 40% of giving at West Virginia University is done online. These numbers are only increasing.

One important aspect of online giving is to think about how many clicks it takes to submit the payment. Just like Amazon.com or eBay, the fewer amount of clicks it takes to purchase a product, the better. If it takes a donor 5+ clicks to finally press the submit button, there is more opportunity for them to become confused or frustrated.

It is also imperative with online giving that the online giving page is consistent with the athletics or university websites. Transferring donors to a page that looks nothing like the page with the initial online giving link will create a great deal of viewer confusion and distrust.

In the future, online giving will eventually overtake the business reply mail model of giving. It is important to start working on the functionality of the current online giving process now to stay ahead of the curve.

Emerging Technology

As technology continues to evolve within an athletics development, there will be new concepts to leverage. Our research discovered various applications that have been applied to athletics development, but with undetermined results. The following are examples of the types of services that could be considered; however, due to their infancy, these concepts should be approached with caution.

FanRaiser.Org

FanRaiser.Org is an Internet based company dedicated to exclusively helping college athletic departments raise money. This company works with development staffs to determine the needs of the campaign and manages all donor transactions. They create various causes and challenges, which capitalize on the latest forms of social

media to try and meet the campaign's needs. Donors are able to instantly give and view the progress of the campaigns. 100% of each gift is applied toward meeting the campaigns goal; however, it should be noted that the published goal does include nominal administrative fees to support FanRaiser's efforts. FanRaiser's potential remains undetermined, but this company presents an option for outsourcing technological fundraising efforts to understaffed departments.

Mobile Giving

The substantial growth in text message communication has led some athletic departments to attempt mobile giving campaigns. These campaigns are similar to those conducted by charitable organizations, such as the Red Cross' Haiti Hurricane Relief efforts. Participants text a short message to a five digit number and are instantly charged \$5. The organization then receives the money without charging the participant's credit card, as donations are charged to the user's cell phone bill.

Mobile giving campaigns do require an investment that should be considered. For example, an athletics department could enter a one-year agreement for \$3,000 and be required to also pay the mobile giving company \$.20-.50 of each \$5 donation. The initial investment of the campaign requires effective planning, a large donor base, and additional activation materials to recoup the costs. These campaigns have been attempted on a limited scale within college athletics and have undetermined results. Therefore, while mobile giving remains an option for capitalizing on the growth of text message communication within college athletics, development officers will need to consider what type of buy-in they could realistically expect from their fan base.

Return on Investment

As athletic department budgets continue to tighten, a major consideration in any new initiative will be ensuring that resource usage results in an effective return on investment. Accordingly, a development office considering the use of any new technologies should consider whether results measurement is readily available for that technology.

When considering whether to invest in a website redesign or an email contact platform, development officers should inquire about the vendor's analytics results. Many platforms will offer results (e.g. click through and conversion rates), which can help development officers determine whether their messages are being effectively received. Evaluation of vendors should include an understanding of their analytical offerings and whether these offerings would result in incremental costs.

In regard to results measurement for a development website, development officers should consider the use of Google Analytics. Analytics can help determine the effectiveness of the website overall, as well as individual articles and calls to action. Google Analytics is a free tool, and the university's information technology department may be able to assist with introductions to using the tool.

Moving Forward

Technology, as we all realize, is clearly not something that is going to "go away" anytime soon, especially in the business in fundraising. While not all new ideas and services will be met with overwhelming results, there are certainly some ideas that need to be considered when looking for new ways to generate revenue. Many of these new ideas are presented in this document, and it is our hope that you have been able to identify one or more areas that may be able to help your organization in the future. Good Luck!

Appendix A: More Best Practices from Around the Nation

Social Media:

Seton Hall University

Seton Hall has their own Facebook page for the Pirate Blue Athletic Fund and they utilize a department wide Twitter account. These mediums have been most successful for them as a means of event communication. In addition, Twitter has been used to promote auction items that are available through the athletic department website.

University of Arizona

The University of Arizona utilizes Facebook and Twitter as a communication tool to their donors and fans as well as a location to display unique student-athlete videos. They do use Facebook for one “ask” per semester, but only about 5% of their Facebook fans are actual current donors, and most of them are students. This communication helps prepare the students to become donors upon graduation.

Murray State University

At one time, Murray State had many different Facebook and Twitter accounts being run by the external operations of the department—marketing, sports information, etc. To combat this counter-productive nature, they sat down his department heads and hatched out a specific plan for the use of these two social media mediums. The Sports Information office gives people score updates on games and finals through Twitter. Facebook is used to promote events through the marketing office. This allows the department to have a clear direction in how the mediums will be used and unified approach in utilizing them.

University of North Dakota

The University of North Dakota Fighting Sioux Club displays effective uses of Facebook to inform their base of important events, news, and Fighting Sioux Club opportunities. The Fighting Sioux Club’s Facebook page does a good job of routinely calling their followers to give. This feature can be integral in getting Facebook fans to actually join the Fighting Sioux Club. These inexpensive informational tools can be another piece of the donor cultivation process that could attract younger alumni to the Fighting Sioux Club.



Fighting Sioux Club Last week of November and a great chance to say **THANK YOU** to the over 2,300 donors to the Fighting Sioux Club. Making an end of year gift to UND Student-Athletes is easy.

Foundation - Join the Fighting Sioux Club
www.undalumni.org

Did you know Fighting Sioux Club members supported more than half of all the scholarships awarded to UND student-athletes in 2008-09? As the athletic program transitions to Division I, your membership ...

November 30, 2009 at 9:42pm · Share

2 people like this.

Here is an example of one of the many ways to ask donors to give using social media.

Donor Log-in:

University of Wyoming

Wyoming uses ADvantage, a software package from Lutz Software Solutions (currently owned by Paciolan, the popular ticketing software organization). ADvantage is a donor tracking software similar to other programs (email and report functions), however it allows donors to log-in (via the Wyoming website) and access their past donation amounts, seating locations, and priority point totals. The donors at Wyoming love the log-in feature and it has been very successful there.

Online Giving:

University of Wyoming

Wyoming has seen the advantages of online giving and they have chosen to make it a priority within their department. They encourage online giving by awarding 5 priority points to individuals who make their gift or renew their gift online. With online giving and their ticket-based donor software (Lutz ADvantage), Wyoming development officers get an instant notification when an online gift is made which allows the department to follow up immediately with the donors...sometimes within minutes. The best part about the ticket-donor software interface is that the donors can set up their own pledges and pledge-reminder dates when making their gift, thus customizing it to the donors desires.

Boise State University

Boise State used a unique online effort last summer to support their summer scholarship needs. The “Build the Blue” campaign was a 100% online giving campaign that utilized the iconic blue turf in their football stadium. Fans and donors could make a \$10 online contribution to “paint” one square yard of blue turf on the field. There was a computerized graphic on the website that showed the field being painted blue with each donation so fans could witness the progress. The Boise State Staff updated the graphic each day.

Iowa State University

Iowa State is using Ticketmaster's MailManager as well as the Ticketmaster online giving tools for their donors. The best part about the Ticketmaster tool is its ability to complete transactions in real time and charge the donor's credit cards accordingly.

Boston University

Boston uses active electronic solicitation in its development operation, proactively getting their materials in front of donors. Because of this, online giving has increased 500% since they first opened their online giving capability. Boston also utilizes other campus Facebook and Twitter sites. For instance, the Alumni Association page is utilized to announce their events, which keeps the development office from needing to run their own page. They also partner with the Alumni Association to send out videos created by an on campus production office. While these see little immediate returns, they do help serve as reminders to their donors.

Communication:

Montana State University

Montana State has committed to using less traditional methods of communication with their donors by reducing the amount of mail appeals and using email and Facebook more for those functions. Their goal is to really push people to their website (which is excellent) and invite them to get information online. They use Twitter, Facebook, and a department blog to compliment these efforts. Email is the largest part of their communication efforts, as they send frequent emails to their volunteers throughout the state, each who has their own "tree" of donors to forward the message.

Boise State University

Boise State is exclusively using email asks to generate donations and interest in their Bronco Stock campaign. The campaign encourages individuals to purchase "stock" in the athletics department at \$100 per share. This email campaign, according to a recent article in the Sports Business Journal, has attracted over 2,300 shares sold to individuals living in 35 states.

Virginia Tech

Virginia Tech is using a large flat-screen television positioned in a prominent location near their student-athlete academic center to educate student-athletes about the importance of donations to the Hokie Club. The television is in a high-traffic area and is seen by approximately 500 student athletes as they pass through or use the lobby.

UC San Diego

UC San Diego recently conducted a survey with their former student-athletes through a company called Student Voice. It featured 24 questions and was used to capture up-to-date information for their database as well as gauge their interest in giving back to the school. The results can be pulled by the answer to any question and provide a development officer with a starting point when approaching these prospects.

Northern Illinois University

Northern Illinois University uses Scoutware to reach out to its donors through email. This software allows them to manage their donors like recruits, placing them in tiers depending on their level and sending out email blasts that are specific and personalized. For instance, a high end donor can get an email from Football Head Coach Jerry Kill tell them about the upcoming season. All responses can then be sent back to the development officer. There is also the ability to put graphics and online giving links in the email to make renewals and prospecting easier.

Providence College

Providence College's Friar Forever Fund effectively took advantage of the Scoutware's text messaging feature to automate a message on each donor's birthday. These simple features take little time to set up within the communication database but can pay dividends in building relationships. Providence's use of video appeals was viewed as important communication tool that reminded the donors of their importance to Friar athletics.

Video:

Utah State University

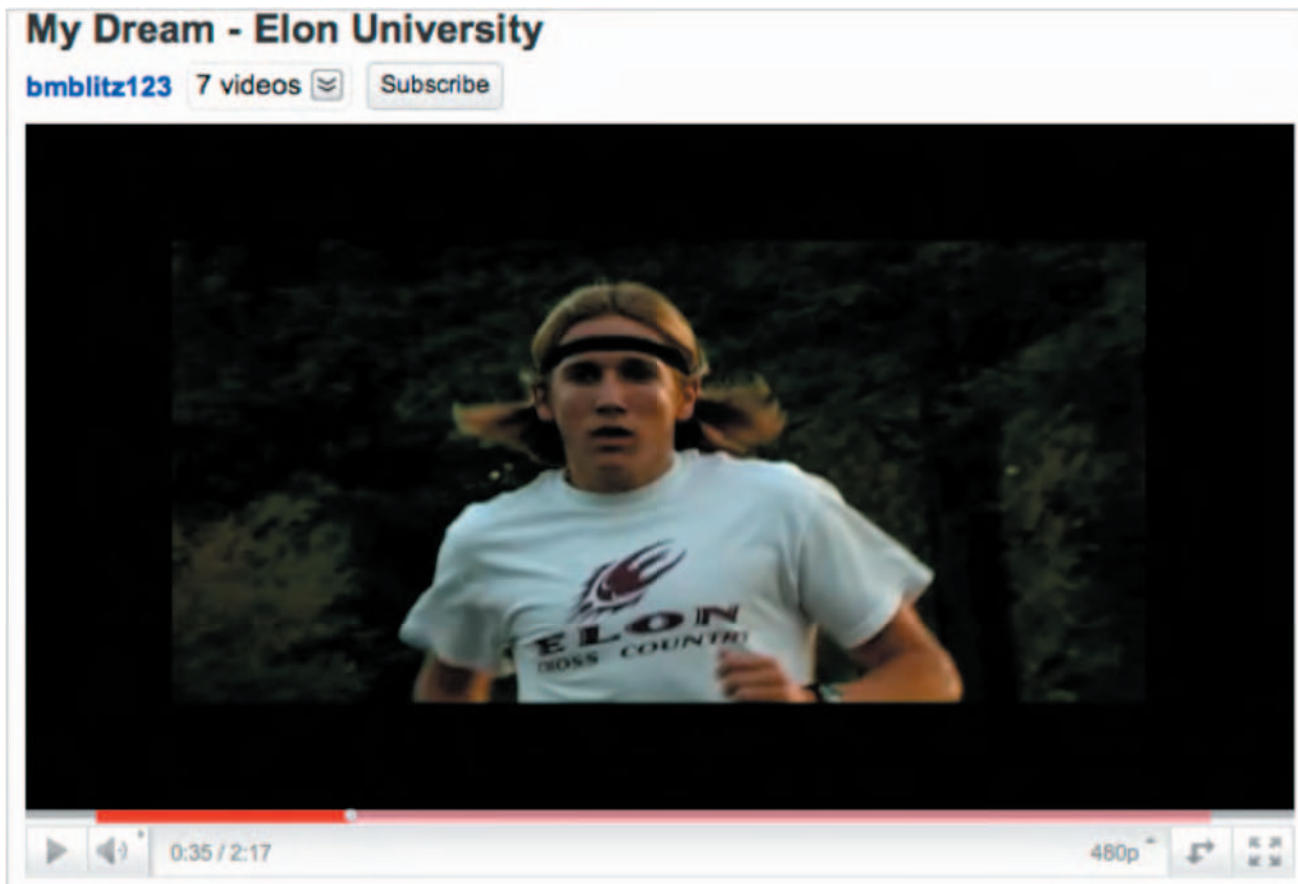
Utah State has created an online feature called "Overtime" that tells stories about five or six former student athletes each quarter. These stories are sent out to donors as demonstration of what athletes at Utah State become after their playing days are over. They have had very positive feedback from the Overtime features.

In addition, Utah State used a Personal URL campaign to kick-off their annual fund drive in mid-April. Donors (and prospective donors) log onto their own personal website where they are presented with a 3-minute video focusing on opportunity and scholarship benefits of joining the annual fund. They are using this video as a part of their efforts to rebrand their annual fund to support scholarships more than just getting ticket benefits.

Elon University

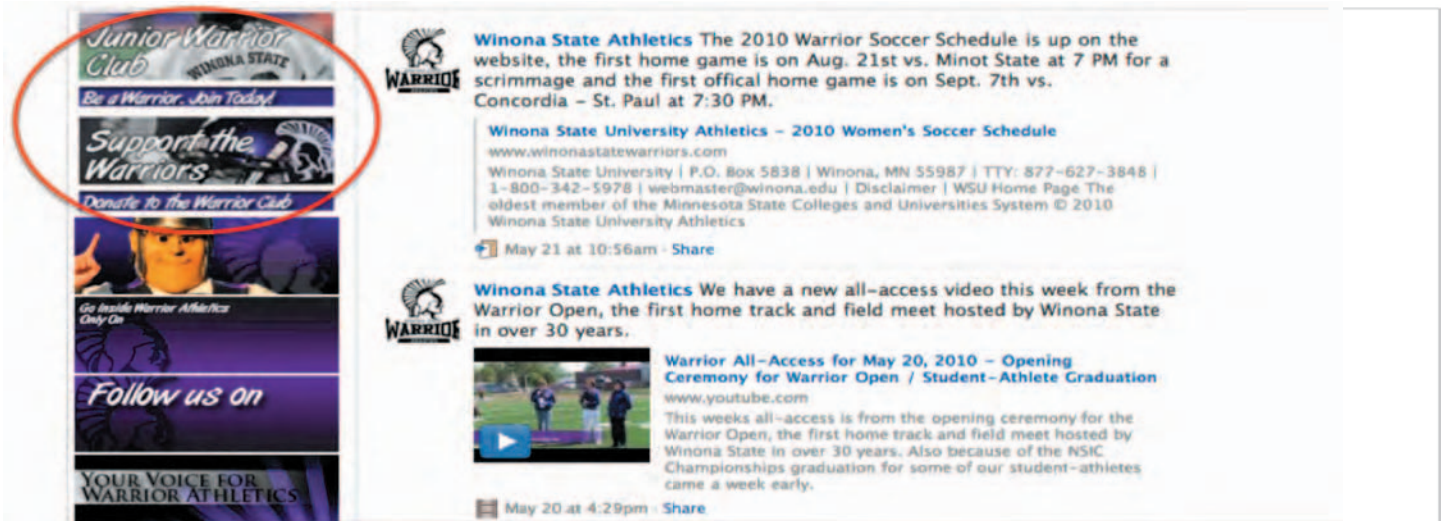
Elon University's Phoenix Club effectively uses videos and social media to drive younger alumni to the Phoenix Club. The Phoenix Club developed goals and a plan on converting Facebook members into donors before creating videos and becoming involved in social media. Part of that strategy involved telling compelling stories through video appeals to invoke donor's passion for the Phoenix; therefore, leading to that donor becoming more compelled to join the Phoenix Club. The Phoenix Club partnered with Elon University's communication department to create effective, cost-efficient videos. These videos are dispersed through email, YouTube, Facebook, and on the Phoenix Athletics' website to ensure they capture multiple audiences.

The following video involved multiple Elon University athletes' compelling stories on their athletic dreams and how donors have made their dreams possible. This captivating video is an example of how student-athletes can play an integral role in calling donors to action.



Winona State University

The use of technology for athletics development is something athletic departments of all sizes can take advantage of. Winona State University, a NCAA Division II member, effectively takes advantage of today's latest technologies. They have an excellent "click to give" icon placed on their Facebook page. This is important to not overlook when creating Facebook pages. Small details, such as strategically placed and designed graphics, take little time to develop but can pay large dividends. Winona State also takes advantage of donor communication/personalization enhancements by using Raiser's Edge. This system has helped Winona State personalize emails, keep track of donor information, history, and improve database efficiency. Institutions at all levels are now able to capitalize on the latest technologies.



Here is an example of Winona State’s eye-catching “click to give” icon strategically placed within their Facebook page.

College of Charleston

The College of Charleston donor base loves to see the Cougar Club take innovative approaches at soliciting gifts. The Cougar Club released a video to call their donors to action during a text to give campaign. The video played a role in increasing awareness to the Cougar Club’s campaign. They also electronically update and track priority points through JumpTV, which gives donors the ability to track their donation and priority point standings. These are examples of how athletic departments can take advantage of diverse technological options to enhance the development process.

The College of Charleston used a video appeal featuring Head Basketball Coach Bobby Cremins to call the donors to action during a recent campaign.

Website:

Virginia Tech

Virginia Tech has created a current student page for the Hokie Club to educate students on why it is important to join the Hokie Club when they graduate as well as other important information for young donors. The webpage, <http://www.hokieclub.com/students/>, informs students how they can get season tickets after graduation and the expected level of donation for the tickets. The page has a online giving link at the top.

Christian Brothers University

At CBU, donors can donate online and update their information. They also allow online registration for their annual golf outing, which greatly reduces the overhead. The University IT department set up the online registration portal and then sends the development officer a spreadsheet with all of the information necessary for conducting the tournament.

Furman University

Furman utilizes an online giving page, which was developed by the University IT office. This page allows donors to give to different causes and features multiple levels to give. This gives their donors and prospects the ability to give to areas of need at the level they prefer.

Miami University

Miami University does a good job of utilizing their website as a portal for online giving. At the top of every press release concerning development activities, there is a link to the giving page for donors or prospects to make a gift. There has also been some utilization of “splash” pages with large links to online giving. These links give people anyone visiting the site the ability to give.

West Virginia University

West Virginia University has a lot of information on their website about their development operation, but is a little unhappy with their traffic. They are currently in the process of making the website more personalized for their donors, allowing donors to login to accounts and access their Mountaineer Athletics Club information. Online giving is very useful at WVU with 40% of renewals now done online. WVU also effectively utilizes Scoutware for their email system.

University of Missouri

The University of Missouri is currently in the process of revamping their website to have more interactive content over static information you can find in a development brochure. They are using Ticketmaster software to manage their donors, who will soon allow their donors to login to personalized accounts online. Their hope is the new website will operate much like that of an online banking system with login and account information readily available. Their Facebook page is top notch and full of information. No solicitation has occurred with the followers yet, but it could be on the horizon as the group grows followers.

Marquette University

Marquette University’s Athletic homepage effectively places strategic banner messages in the center of their athletic news headlines. These banner messages periodically change; one of the periodic messages is a click to give icon to join the Blue & Gold Fund. The placement of this banner is clean, eye-catching, and strategically placed. Marquette University also takes advantage of the donor tracking, record keeping, and mass communication features within Raiser’s Edge.

Hospitality:

Bowling Green State University

Bowling Green is issuing a scanned membership card to its donors to use as access cards to hospitality areas. The cards let the department know who is attending events and what time they are arriving.

Appendix B: Social Media Examples

The following are examples of Social Media use in College Athletics. These examples might not be solely run by the development office, but in many cases, annual funds and development offices have utilized these resources to showcase their cause to donors and prospects.

Facebook

[Missouri Tiger Scholarship Fund](#)

Missouri does a good job of updating their page to make sure their followers are keeping up with all parts of their athletics department. They have also synthesized almost all of their brochure/website information into the Facebook template.

[Wyoming Cowboy Joe Club](#)

The Cowboy Joe Club has a very large distribution group, over 3700+ fans of the group. They put out reminders through their wall posts and operate their page as an actual person, not a group. This allows the person to solicit friends or people at Wyoming, which could play a large role in their gaining their friends.

[Pirate Blue Athletic Fund](#)

This is a good example of a typical athletics department Facebook page. They have around 100 followers and use it to promote certain activities that are going on throughout the department. This includes caravan announcements, auction items, and travel ticket opportunities.

Development Blog

[DePaul Developing Dreams Site](#)

This site is run by the athletics development office and includes many stories from current and past DePaul events. For instance, the site will often post a story about a past letter winner or a DePaul legend. Since the site also focuses on former student-athletes, this helps all who read the site learn about the history of DePaul Athletics. There are also plenty of articles to current DePaul events and links to the athletics homepage and the “Make A Gift” page.

Twitter

Twitter is typically a tough assignment for a development office as most people choose to follow a person, not an organization. As of April 2, there was only one company amongst the Top 20 Follower Accounts on Twitter. Most schools operate their Twitter accounts under the sports information department; however, there are some examples of schools who have a Twitter account exclusively for their development office.

[Indiana University Varsity Club](#)

The Varsity Club uses Twitter mostly to promote events and drive traffic to their own development website. They promote their caravans, campus events, and in some cases communicate with donors who will send them a message.

[Harvard Varsity Club](#)

Much like IU, Harvard uses their twitter account to connect with their constituents, however their focuses on building a place for their former student-athletes to connect with the current ones. This involves a lot of announcement about Hall of Fame winners and also promotion of their own website.

[Wyoming Cowboy Joe Club](#)

Wyoming has done one of the more innovative things with their Twitter account. Using the same strategies many businesses use with coupons and incentives, the development office will post a message stating “Next three people who give to \$100 to Cowboy Joe Club will get courtside seats to the game tonight.” This way his Twitter account is driving revenue while also engaging and encouraging donors to give to the Cowboy Joe Club.

YouTube

Several schools have used YouTube to engage donors and grow recognition amongst their fan base.

[University of Alabama](#)

Alabama is using YouTube to update their fans on the progress of remodeling Bryant-Denny Stadium. This is allowing their donors to get frequent updates on the construction without having to travel to Tuscaloosa and see the building in person. The athletics department as a whole runs this YouTube channel.

[Iowa State University](#)

Iowa State also does stadium updates, but also provides a good deal of original programming on their YouTube channel. This includes video from tailgate tours and teammate trivia segments to put a face on the student-athletes. While the sports information office probably runs this, the development office uses this for their purposes as well.

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