



2004-05 NACMA AWARDS ENTRY
University of Wisconsin
Targeted Group Promotion
Partner's In Giving Day-Women's Basketball

Overview:

The University of Wisconsin annually embarks on a campaign to raise charitable donations from all university staff. Through the "Partner's In Giving" campaign, these funds are donated to over 400 charities statewide. This year, the Athletic Department partnered with the University to help provide exposure for the campaign and encourage greater participation. From this partnership, Athletics looked to strengthen its ties to the campus community while reaching new customers by inviting them to a women's basketball game.

Campaign Specifics

All University employees who pledged to the campaign received a lapel pin and a voucher for two complimentary tickets to the "Partner's In Giving" Day at a Wisconsin Women's Basketball game (sample included). The ticket voucher was a key component for the Athletic Department as it allowed the department to gather prospects for its customer database.

Additionally, the Athletic Department provided autographed footballs and tickets to various athletic events to units on campus. Campus units could utilize the footballs and tickets in anyway to help spur contributions among their employees.

Campaign Results

The campaign was tremendously successful. By partnering with the Athletic Department, donations were above campaign goals and record numbers were established for donors and total funds raised. In all, the campaign raised nearly \$1.5 million.

On "Partner's In Giving" day, halftime was reserved for a special check presentation and recognition for special groups who exceeded goals.

Nearly 2,400 tickets for the game were distributed allowing new customers to experience Wisconsin Women's Basketball. Athletics will follow up with these new fans with ticket information for the 2005-06 season. The attendance at the game was 9,831, the largest since January of 2002.

The true benefits to this campaign for Athletics will hopefully come next season as these new fans will receive ticket information for the 2005-06 season.