



## Strategic Plan - Red Raider Club

### MISSION STATEMENT

The Red Raider Club (RRC) provides a comprehensive annual giving program to provide funding for the athletic scholarships and other Athletic Department needs.

### VISION STATEMENT

The Red Raider Club will be recognized as a leader in athletic development in the Big 12 Conference and nationally by generating revenue through donations and innovative programs.

### CORE VALUES

The Red Raider Club is committed to the core values of leadership, excellence, and integrity.

Goal I. Raise funds to allow the Athletic Department to remain competitive.

Benchmarks for Goal I

1. Increase membership each year of both Red Raider Club and Student Red Raider Club.
2. Generate at least \$800,000 in membership revenues from the Dallas/Fort Worth region, annually; and at least \$400,000 in membership revenues from the Houston region.
3. Red Raider Club unrestricted donations to \$3 million, annually.
4. Increase the number of Clifford B. Jones individual position endowments of \$200,000, each year.
5. Host and/or implement profitable fund-raising events, such as golf tournaments.
6. Expand knowledge of and information about the comprehensive donor-based-giving programs and packages.

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### Goal II. Develop a marketing plan for the Red Raider Club.

Benchmarks for Goal II

1. Create an expanded, updated Web site which details the history of the Red Raider Club and which provides up-to-date information about all RRC programs.
2. Publish an annual newsletter.
3. Utilize the Red Raider Sports magazine.
4. Increase Web based promotions and e-mails.
5. Continue to promote Red Raider Club Membership drive and supplement the effort with a wide-spread educational campaign for donor based packages.



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**Goal III. Increase membership in the Student Red Raider Club.**

Benchmarks for Goal III

1. Increase benefits for students.
2. Increase student involvement with coaches and staff.
3. Enhance marketing of Student Red Raider Club

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**Goal IV. Develop better technological solutions.**

Benchmarks for Goal IV

1. Implement new software applications to reduce duplication of data entry.
2. Create and sustain e-mail notification programs and look for other emerging technologies.
3. Increase national visibility through telemarketing.