



Identifying and Engaging Your Track & Field and Cross Country Alumni

Track Coaches' Convention

San Antonio

December 16, 2010



Fund-raising: Art and Science

Relationship fund-raising can be summarized in three words:

- **CONTACT**
- **CULTIVATE**
- **CLOSE**



Contact

Who is a contact?

A contact is an individual, company or foundation that has been *pre-qualified* as a prospective donor.



How is a Contact Pre-qualified?

- Prospect Rating Committee
- Peer Reviews (Verification)
- Electronic screening such as *WealthEngine* or *DonorSearch*

A contact is qualified, or rated, based on his or her capacity to give, not what you think the individual will give.



Why is Pre-qualification Important?

- Time is limited.
- Energy is limited.

Pre-qualification prioritizes your time and energy so you focus on contacts with the capability of making a major gift to your program.

Alumni Records

- Researching alumni records may be necessary in determining your program's alumni.
- Yearbooks
- Old Track Team Rosters

Purpose of Contact

- Meet face-to-face.
- Share information about your program and what has changed since they have been there.
- Go from general to specific.
- Determine the contact's interest and inclination to give.



Cultivation

Cultivation is the sincere desire on your part to build a friendship.

You have to like people to be a successful fund-raiser.



Keys to Cultivation

- Treat a contact like a friend.
- Go the extra mile.
- Be genuine.
- Be thoughtful.
- Remember significant events in the prospect's life, including their accomplishments while athletes in your program, such as records set, important wins etc.
- Do what you say you will do.
- Let your actions speak for themselves.

Cultivation

- Cultivation means giving, not taking.
- You must give of your time and of yourself before your alumni will want to give back to your program.
- Giving your utmost effort will reap your greatest rewards.

Special Events

- Homecoming: This is a great time to get former athletes back to campus.
 - Host Track Team picnics, luncheons, etc. during this weekend.
- Track and Field and Cross Country seasons: Plan events that invite alumni to come back and participate during meets and runs.
 - Recognize these alumni during these events.



Close

To close simply means to get a gift or pledge card signed by the prospect.

There are no short cuts; a proper close may not occur for months or years.



Solicitation Check List

- Prepare a written, customized proposal.
- Confirm date/time of meeting.
- Review donor's personal information.
- Review the five solicitation steps with all attending the meeting.



Five Steps of a Solicitation

1. Small talk
2. Purpose of visit
3. Story
4. Ask
5. Follow-up

Follow-Up

- Most people need time to make a decision.
- Ask permission to follow-up.
- Follow-up can be by phone.
- “I wanted to know if you have any questions, concerns or comments about the proposal.”

Follow-Up

- If the prospect has reached a decision, ask if you can record the decision on a pledge card. Verify with a follow-up letter.
- If the prospect has not reached a decision, ask to follow-up in another 5 to 10 days.



3 C's

- Contact
- Cultivate
- Close

Use the 3 C's to make fund-raising fun, enjoyable, and rewarding for your program!



Questions ?



Thank you!