



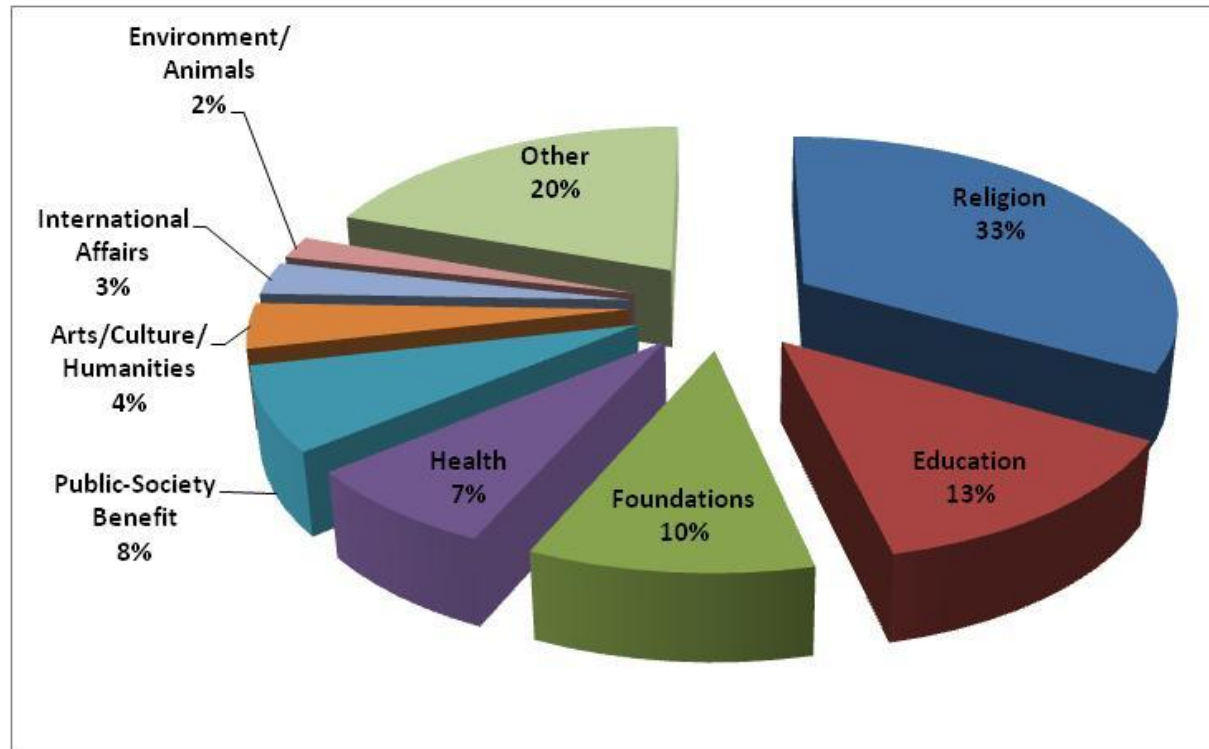
# IDENTIFYING REVENUE SOURCES FOR YOUR PROGRAM

Track Coaches' Convention  
San Antonio  
December 15, 2010

# 2009 Contributions: \$303.75 Billion

Source: Giving USA

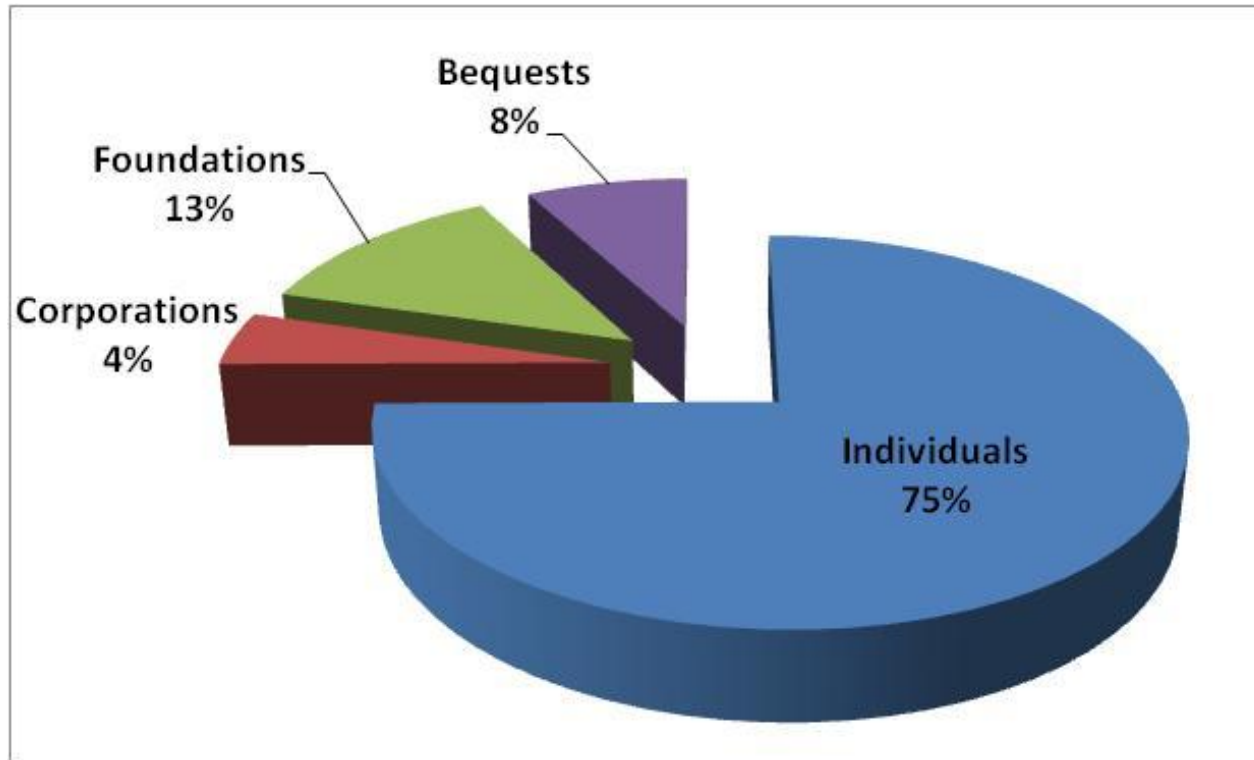
## Giving by Type of Recipient



# 2009 Contributions: \$303.75 Billion

Source: Giving USA

Giving by Source





# Remember...


There is NO shortage of money ...

Just a shortage of great big bold  
ideas (projects).

# Keep In Mind....

People do not give to *“needs”*  
only to opportunities.





People who are involved in  
your track program and school  
tend to become committed to  
it, and the dollars follow their  
commitment.



# Advisory Boards/Groups

- Advisory Boards/Groups are a great way to get people involved in your program.
- Once people feel like they have a role to play in your program, they are more likely to give of their own funds to help support it.

Always “sell” what the prospective donor wants to “buy”.



Your Solicitation Success Rate increases  
with the number of preliminary meetings  
you have prior to making the “ask”.



**ALWAYS** ask for a  
specific dollar amount





# Build a Gifts Table

- Create a gifts table with places for prospective donor names and place the names of the best prospect(s) for each gift in the appropriate giving level.
- This will help guide you as you target whom to solicit and for what amount.

## Sample Gifts Table

The following table demonstrates the beginning breakdown of the size and number of gifts required to reach:

**\$100,000**


Gift Amount (over three years)	Number of Gifts Needed	Total	Prospects
<b>\$20,000</b>	<b>1</b>	<b>\$20,000</b>	1) _____ 2) _____ 3) _____
<b>\$10,000</b>	<b>2</b>	<b>\$20,000</b>	1) _____ 2) _____ 3) _____ 4) _____ 5) _____ 6) _____
<b>\$5,000</b>	<b>4</b>	<b>\$20,000</b>	1) _____ 2) _____ 3) _____ 4) _____ 5) _____ 6) _____ 7) _____ 8) _____ 9) _____ 10) _____ 11) _____ 12) _____

Note : There should be 3 prospects for each gift listed.




# Where Do You Find These Prospects?

Use Electronic Screening to  
Identify Prospects!



Never make a  
solicitation  
request without  
written justification –  
a proposal.



The written proposal you present is judged **50% on appearance** and **50% on content.**



# Proposal Checklist

- Cover Letter
- Executive Summary
- The Opportunity
- Project Budget
- The Invitation
- Appendix

# Your Projects

- The more specific your project is, the more it will grab the attention of the donor.
- What is the *problem, issue, need* the project is trying to *solve, address, fill*?
- What are the details of the project?
  - How long will the project take?
  - Is there a timeframe of steps or phases?
  - What are the anticipated outcomes?
  - What are the anticipated benefits or impacts?



# Your Projects Continued

- Be sure to ALWAYS identify your projects with a corresponding dollar amount for the estimated costs.
  - Show a line item detail of the total project.
- Be sure to ALWAYS include renderings, plans or schematics.
  - Show pictures of new facilities or refurbished tracks
  - New locker rooms
  - Show the benefits that will come from an increase in your travel and equipment budgets, scholarships, etc.

# Keep in Mind....

The first gift a person, company or foundation makes is generally their smallest gift.



Stewardship is necessary if you are going to cultivate and build a relationship with a previous or current donor.





## 5 Touches Per Year

1. *Call*
2. *Letter*
3. *Greeting Card*
4. *Visit*
5. *Invitation*



# Continuous Solicitation Cycle

1. Preliminary Meeting
2. Solicitation
3. Follow-up
4. Commitment
5. Thank you
6. Stewardship
7. Solicitation

If steps five and six do not happen, then seven will  
not happen!



# Thank you!

Questions?