

A close-up photograph of a softball bat's head and a red mesh bag containing several yellow softballs. The bat's head is on the left, showing the silver and red frame and the white mesh. One yellow softball is perched on the mesh. In the foreground, a red mesh bag is filled with several yellow softballs, with one in sharp focus. The background is a blurred green field.

**FUNDRAISING**  
***“SECURING THE FUTURE OF  
YOUR COLLEGE PROGRAM”***



# FUNDRAISING CHALLENGES

- **IT'S DIFFICULT TO ASK FOR MONEY \$\$\$**
- **“I’M NOT A FUNDRAISER - I’M A COACH”**
- **“MY AD WON’T LET ME ASK”-DONORS ARE PROTECTED**



# WHY FUNDRAISE?

- **ACHIEVE SOME FINANCIAL GOAL(S) FOR THE PROGRAM**
- **MOVE PROGRAM TO A NEW LEVEL**
  - **ENERGIZE CURRENT SUPPORT**
  - **BRING IN NEW SUPPORTERS**
  - **STRENGTHEN TIES WITH THE COMMUNITY**
- **PROTECT THE PROGRAM**



# THE MINNESOTA STORY

- **TENNIS FUNDRAISING**
- **FUNDRAISING FOR OTHER SPORTS**
  - **GYMNASTICS & GOLF**
- **FUNDRAISING FOR A MAJOR PROJECT**



# FUNDRAISING IS SALES

## OTHER SALES RESPONSIBILITIES INCLUDE

- **RECRUITING**

- **COACHING**

- **INTERNAL & EXTERNAL RELATIONS**



# SALES PROCESS

- **BUILD A PERSONAL RELATIONSHIP**
- **BUILD TRUST IN YOU AND YOUR PROGRAM**
- **GET THEM TO ACT**
- **KEEP THEM ENGAGED AND HAPPY**



# PROCHASKA MODEL FOR BEHAVIOR CHANGE

## **FIVE STAGES OF CHANGE:**

- **PRE CONTEMPLATION**
- **CONTEMPLATION**
- **PREPARATION**
- **ACTION**
- **MAINTENANCE**



# FIVE PRINCIPLES OF FUNDRAISING

## PEOPLE GIVE TO PEOPLE...TO HELP PEOPLE

- DONORS GIVE TO PEOPLE-NOT INSTITUTIONS
- DONORS MAKE AN INVESTMENT BASED ON THEIR RELATIONSHIP TO THE ASKER
- INSTITUTIONS DON'T HAVE NEEDS...PEOPLE DO

## PEOPLE GIVE RELATIVE TO THEIR MEANS

- DONORS GIVE RELATIVE TO THEIR MEANS AND TO OTHERS' GIFTS
- CREATE LEVELS OF GIFT OPPORTUNITIES SO ALL CAN PARTICIPATE
- TREAT ALL GIFTS EQUALLY

## THOSE CLOSEST MUST SET THE PACE

- SHOWS BELIEF IN THE PROJECT



# FIVE PRINCIPLES OF FUNDRAISING

## **SUCCESSFUL FUNDRAISING...**

- ***RIGHT PERSON ASKING THE RIGHT PROSPECT FOR THE RIGHT AMOUNT FOR THE RIGHT PROJECT AT THE RIGHT TIME IN THE RIGHT WAY***
- **SIX CRITICAL SUCCESS FACTORS IN FUNDRAISING**
  - **WHO IS THE RIGHT PERSON TO ASK FOR THE CONTRIBUTION?**
    - IT MAY BE A VOLUNTEER
  - **WHO ARE OUR BEST PROSPECTS?**
    - MOST GENEROUS DONORS IN THE PAST
    - PEOPLE WITH THE MOST CAPACITY TO GIVE BUT HAVEN'T YET
    - BOARD MEMBERS, VOLUNTEERS
  - **WHAT IS THE RIGHT AMOUNT?**
    - DECIDE HOW MUCH TO REQUEST BEFORE ASKING
  - **WHAT IS THE RIGHT PROJECT?**
    - THE ONE THE DONOR HAS THE MOST INTEREST IN



# FIVE PRINCIPLES OF FUNDRAISING

## **SUCCESSFUL FUNDRAISING...**

- ***RIGHT PERSON ASKING THE RIGHT PROSPECT FOR THE RIGHT AMOUNT FOR THE RIGHT PROJECT AT THE RIGHT TIME IN THE RIGHT WAY***
- **SIX CRITICAL SUCCESS FACTORS IN FUNDRAISING**
  - **WHEN IS THE RIGHT TIME?**
    - **WHEN YOU HAVE CREATED A POSITIVE RELATIONSHIP**
  - **WHAT IS THE RIGHT WAY TO ASK?**
    - **NOT WITH A TIN CUP – OFFER THEM AN OPPORTUNITY TO MAKE A DIFFERENCE IN LIVES FOR YEARS TO COME**

## **THE 90/10 RULE APPLIES...**

- **90% OF THE FUNDS WILL COME FROM 10% OF THE DONORS**

**KEEP A BALANCE BETWEEN THE TOP 10% AND THE REST OF THE DONORS**



# PLANNING THE FUNDRAISING EFFORT

- **HISTORY OF THE PROGRAM IS IMPORTANT**
- **MONITOR THE ENVIRONMENT**
  - **DO A SWOT ANNUALLY**
- **DEFINE YOUR PROGRAM'S PURPOSE & MISSION**
- **DEVELOP SHORT & LONG TERM GOALS**
- **DEFINE YOUR ACTION STEPS- HOW TO ACHIEVE YOUR GOALS**
- **IMPLEMENT THE PLAN- WHO DOES WHAT WHEN**
- **EVALUATE – TRACK RESULTS & ADJUST**

A close-up photograph of a tennis racket with a yellow tennis ball resting on the strings. In the foreground, three more yellow tennis balls are visible, slightly out of focus. The background is a blurred green, suggesting an outdoor tennis court setting.

# **THE ITA PROJECT**



# MINNESOTA MEN'S TENNIS

## HISTORY

- GOOD PEOPLE, POOR RESULTS
- YOU ARE THE CARETAKER OF THE PROGRAM – NOT THE OWNER

## SWOT

- S - LOTS OF TENNIS
- W - NO SUPPORT
- O - HAD MADE MANY FRIENDS IN AREA TENNIS
- T - RELYING ON NON “M MEN” SUPPORT



# MINNESOTA MEN'S TENNIS

## PURPOSE – MISSION

- **COMPETITIVE – TOP OF THE BIG TEN, NATIONALLY RANKED & RECOGNIZED**
- **ACADEMIC – GRADUATE OUR STUDENT ATHLETES**
- **COMMUNITY – BOTH ON & OFF CAMPUS**

## GOALS

- **GET PEOPLE INVOLVED IN SUPPORTING THE TEAM**
- **FINANCIAL SUPPORT**
  - **SHORT TERM- TRAVEL, EQUIPMENT**
  - **LONG TERM- SCHOLARSHIPS, FACILITIES**
- **IMPROVE THE TEAM'S COMPETITIVENESS, VISIBILITY**



# MINNESOTA MEN'S TENNIS

- **IMPLEMENT THE PLAN**
  - **CREATE A BOOSTER CLUB**
    - **ORGANIZE A BOARD OF DIRECTORS**
  - **CREATE A VOLUNTEER NETWORK**
  - **START SMALL – THEN GET BIG**
  
- **EVALUATE THE RESULTS**
  - **MEMBERSHIP**
  - **BUDGET**
  - **TEAM RESULTS**



# Jerry Noyce Bio

- Jerry Noyce played varsity tennis at the University of Minnesota (UM) and coached the varsity men's tennis team for 15 years. He is a Past-President of UM's National Alumni Association and a past member of the U of M's President's Athletic Advisory Board. Jerry has served the USTA as a member of the Pro-Circuits and Innovations committees and Chair of the Collegiate Committee. He has also served as a board member and officer of his USTA Section (Northern) .
- As co-founder of the UM Baseline Club, Jerry was instrumental in endowing all men's tennis scholarships at UM and securing significant contributions to construct an on campus tennis facility. Jerry was a member of President Bush's President's Council on Physical Fitness & Sports, a current member of the Minneapolis Aquatennial Foundation, the board of directors of the Health Enhancement Research Organization, Urban Ventures of Minneapolis, and the USTA Northern Friends of Tennis. As a tennis professional, Jerry coached playing professionals David Wheaton and Ann Henricksson. Jerry retired in 2008 from Health Fitness Corporation, where he served as CEO & President and Vice-Chairman of the board of directors. He currently consults in the tennis and sports and health industry.

A close-up photograph of a tennis racket with a yellow tennis ball resting on its strings. In the foreground, three more yellow tennis balls are arranged on a red mesh surface. The background is a blurred green field.

**GOOD LUCK**