

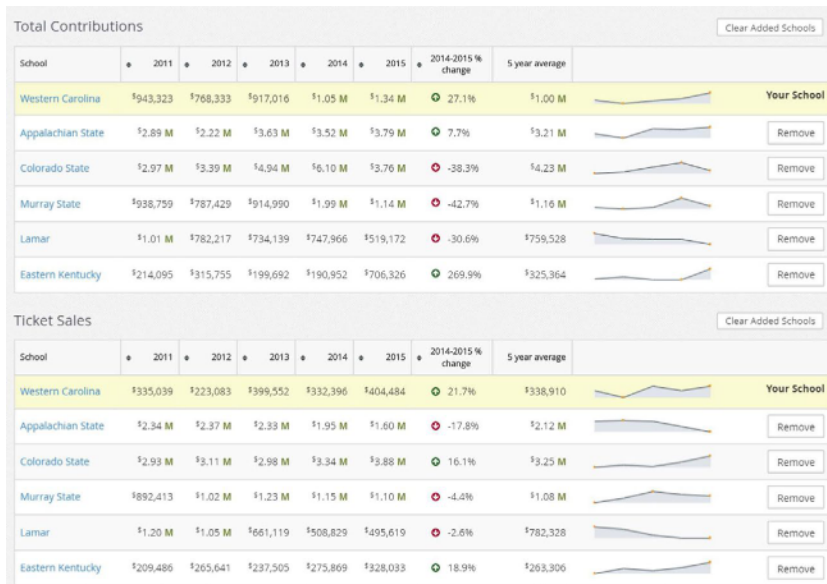
## WIN AD IN PRACTICE

# Fundraising and Donor Engagement

The number of development professionals using *Win AD* is growing, and here's why: *Win AD* empowers NCAA advancement leaders with timely information that can be used to more effectively engage prospective donors and increase departmental revenue. *Win AD* can help your advancement staff articulate a clear vision of why and how your university needs donor assistance by selectively sharing key metrics with donors to strengthen the case for support.

Worth noting is that every advancement staff has its own strategy that is uniquely tailored to the tradition of their alumni and donor base. *Win AD* can be used to support the ask and augment a call to action that is founded in data and supports your university culture.

### How advancement staff are leveraging *Win AD*:



1

Compare historical & projected revenue trends among your peer group

*Win AD* can highlight how your program's revenues compare to peer or aspirational programs in your conference and region. Donors are often surprised by the costs associated with operating a high level D-I program.

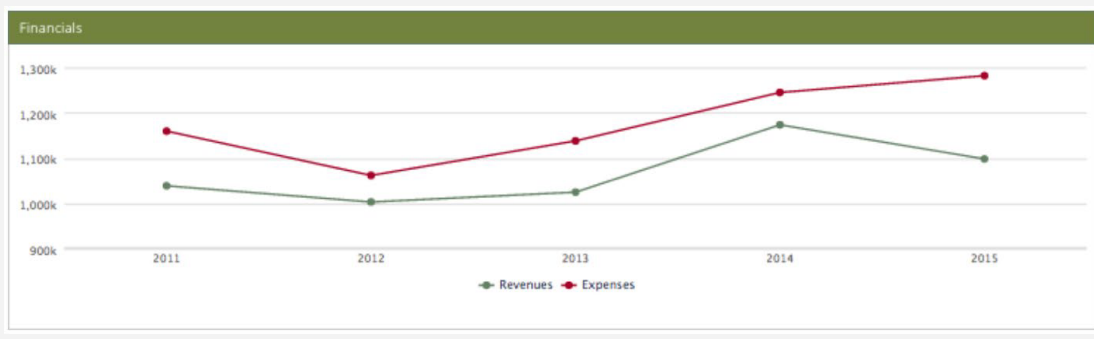
Demonstrate the discrepancy in specific expense categories

2

Win AD allows advancement staff to precisely understand how a program ranks nationally in categories such as assistant coaching pool spend, facilities spending trends, sport budgets and staffing levels. This data can help increase urgency for donor participation.

**Towson Football: Total Comp, 2015-2016**

	John Donatelli Offensive Line	\$83,669
	Mike Moyseenko Wide Receivers	\$44,600
	Matt Hachmann Defensive Coordinator, Linebackers	\$98,737
	Jared Ambrose Offensive Coordinator, Quarterbacks	\$86,275
	Joe Tricario Special Teams, Safeties	\$71,288



\$74,090
\$44,600
\$44,600
\$321,000

	Jon Schwartz Linebackers	\$29,000
	Derrick Johnson Corners	\$57,630

**Assistant Coach Pool Spend:**  
\$634,489

“ You may not immediately think of Win AD as a fundraising tool, but it has been an incredible resource for me in preparing for donor visits. Particularly, as it pertains to gathering benchmarking data, fundraising or otherwise. Donors are constantly comparing us to other conference members and in-state institutions. Win AD provides a litany of accurate information which adds validity and substance to our conversations with donors, and helps us educate them on the competitive landscape.

**CARL EVANS**

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Overview											
Football											
Basketball (M)											
Basketball (W)											
Select Sport -											
← Previous 1 2 3 ... 7 8 Next →											
< Columns Left				Columns Right >		Revenues		Expenses		Key	
Name	Total	Ticket Sales	Student Fees ▼	Contributions (Not In Kind)	Inst. Support	Media Rights	Conf. Distribution				
Averages	\$40.15 M	\$6.70 M	\$6.18 M	\$7.26 M	\$5.71 M	\$8.94 M	\$2.69 M				
* James Madison	\$44.83 M	\$2.53 M	\$35.29 M	\$2.45 M	\$549,438	—	\$409,350				
* ODU	\$43.99 M	\$3.86 M	\$28.42 M	\$5.16 M	—	\$1.09 M	\$1.28 M				
* UCF	\$51.46 M	\$4.38 M	\$21.74 M	\$9.73 M	\$2.50 M	—	\$3.23 M				
* UC Davis	\$33.17 M	\$613,414	\$20.13 M	\$1.52 M	\$1.58 M	\$15,837	\$1.09 M				
* FIU	\$28.61 M	\$733,215	\$20.08 M	\$152,821	\$3.06 M	\$1.09 M	\$1.09 M				
* VCU	\$31.38 M	\$2.46 M	\$19.06 M	\$4.82 M	\$238,735	\$170,924	\$1.09 M				
* Georgia State	\$28.98 M	\$840,856	\$18.74 M	\$738,955	\$2.20 M	—	\$1.09 M				
* UNC Charlotte	\$33.12 M	\$1.57 M	\$18.01 M	\$3.74 M	—	\$986,306	\$1.31 M				

3 Educating donors about funding sources

Win AD makes it possible to demonstrate to donors how rivals compare in areas such as institutional support and student fees. Educating the donor and explaining various budget strengths and weaknesses can reduce barriers to support and improve relationships.

Basketball (M): Recruiting										Clear Added Schools	
School	2011	2012	2013	2014	2015	2014-2015 % change	5 year average				
Western Carolina	\$40,585	\$40,339	\$30,361	\$29,880	\$28,071	-6.1%	\$33,847		Your School		
Central Arkansas	\$37,683	\$38,670	\$35,600	\$45,590	\$68,303	49.8%	\$45,169				
Texas A&M, Corpus Christi	\$93,283	\$81,056	\$72,363	\$85,608	\$55,657	-35.0%	\$77,593				
Sam Houston	\$28,239	\$32,285	\$29,721	\$36,112	\$41,480	14.9%	\$33,567				
Lamar	\$51,335	\$57,374	\$64,073	\$64,395	\$90,742	40.9%	\$65,583		Remove		
Northwestern State	\$35,794	\$37,376	\$46,531	\$46,969	\$34,744	-26.0%	\$40,282		Remove		
SFA	\$57,216	\$92,554	\$91,615	\$88,995	\$143,340	61.1%	\$94,744		Remove		

4 Validating existing solicitation strategies with hard data

Each donor has different interests and areas of focus. Win AD is a readily available source of reliable information to strengthen the case for support when engaging potential donors with a variety of motivators.

## Emerging Trend

Many D-I athletic departments are moving towards an endowment strategy whereby specific coaching & staff positions, scholarships and sport budgets are being endowed by donors. *Win AD* provides development staff with detailed sport-level data in every revenue and expense category (including coach salary trending and projections) to enable clear, contextual conversations about the rising costs of competing at the highest level and why donor support is needed.

## Data That Supports the Need for Donor Engagement

- ▶ Across D-I, the average student aid spend is up 24% in the last 4 years, underscoring increasing expenses and the continued need for donor support
- ▶ The average facilities spend in FY 2015 for D-I programs was \$3.24M
- ▶ The fastest growing expense category from last year to this year was Coach Severance, with an increase of 13.99% followed by Head Coaches (8.4%), Total Coach Spend (7.77%), Recruiting (7.72%), and Administrator Salary (7.05%)
- ▶ Total contributions across D-I increased 7.7% from an average of \$7.145 million to \$7.694 million
- ▶ Team travel expenses have risen 34% among D-I programs in the last 4 years

TO LEARN MORE ABOUT *WIN AD*

Contact Min Oh at 858-880-7210 or [min@winthropintelligence.com](mailto:min@winthropintelligence.com)

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