



Donna Lopiano <donna.lopiano@gmail.com>

## SMR Sports Management Newsletter

Donna Lopiano <dlopiano@sportsmanagementresources.com>

Wed, Nov 26, 2008 at 4:56 PM

Reply-To: dlopiano@sportsmanagementresources.com

To: dlopiano@sportsmanagementresources.com



Sports Management Newsletter

November, 2008 - Vol 1, Issue 8

### In This Issue

Invest in Development Capacity Now!

Friend-Raising Responsibilities of Head Coaches

Make a New Sport A Revenue Producer!

[Join Our Mailing List!](#)

### FAQs

[Q: How do you design an in-service diversity training program that resonates with coaches?](#)

[Q: What percent of an athletic director's time should be spend on fundraising?](#)

[Q: What are the characteristics of a good fundraiser?](#)

### Dear Management Professional,



This issue focuses on fundraising, a subject which should be the primary concern of every director of athletics, especially during an economically challenging climate. Just when your inclination is to pull back, you should be doing the opposite. Now is the time to add fundraising staff and redouble friend-raising

efforts. First, SMR addresses four key development investment steps. Then we take a look at the "friend-raising" responsibilities of head coaches. Last, we discuss how to target a new sport and develop a spectator and donor base. Each free monthly SMR newsletter covers similar important management topics plus a selection of frequently asked questions (FAQs). Feel free to submit an FAQ for the next issue. Click on the button to the left to subscribe.

[Invest in Development Capacity Now - 4 Key Steps](#)



The economic climate gives athletics a new reason to fundraise - the prospect of having to eliminate sports or a reduction in the program's ability to compete because of funding challenges. While a large number of people may be reducing their spending, there are always key donors who have the ability to increase their gifts. Investing in new fundraising staff is really an investment in efforts to find just a few of these "nuggets" whose gifts can save the day. More people are needed to search the haystack. The more people you ask, the more likely it is you will find donors who will say yes. [Click here](#) to learn more.

## Reconceptualizing the Friend-Raising Responsibilities of Head Coaches



The donor cultivation opportunities presented by athletics are so extensive that fundraising responsibilities should not be limited to development staff or the athletics director. Every senior staff member and full-time head coach should be responsible for donor cultivation and "friend-raising". The Director of Athletics is responsible for creating an athletic department culture and job responsibilities that include donor cultivation expectations applicable to all full-time employees. The Director of Athletics can't do it alone and neither should fundraising be the sole responsibility of development or sponsorship staff. [Find](#)

[out more.](#)

## Make a New Sport a Revenue Producer - How to Get Started



At many institutions there are sports in which little or no effort has been made to develop a fan base or generate significant revenue. Yet, these sports have revenue producing possibilities if they operate in a controlled access environment (gym, stadium or enclosed field). While revenues from ticket sales may be minimal, the primary reason for developing spectator sports is to have a large pool of ticket buyers who can be converted to donors. This article provides a plan for developing a new revenue sport with that sport's coaches taking the initial responsibility for most of the "heavy lifting". A methodical approach must be adopted which will result in sustained growth over the long term. An AD cannot look at this as a "one-shot" effort. Coaches can and should still be given a primary role but administrators must also be involved in ensuring fans and donors that the entire athletics department is committed to supporting the sport. [Find out more about how to](#) add a sport to the revenue side of the spreadsheet.

---

Check out the [SMR Library](#) for other information and resources or the SMR Blog for opinions on current scholastic and collegiate sports issues as well as general management topics. Suggestions for future newsletter topics are always welcome.

Sincerely,

A handwritten signature in blue ink that reads "Donna".

Donna A. Lopiano, President  
[Sports Management Resources](#)

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to [dlopiano@sportsmanagementresources.com](mailto:dlopiano@sportsmanagementresources.com) by [dlopiano@sportsmanagementresources.com](mailto:dlopiano@sportsmanagementresources.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Sports Management Resources | 60 Harvest Moon Road | Easton | CT | 06612