



Think Outside the Stadium

**Bring in thousands of new donors and millions
of dollars without selling a single ticket**

Your student-athletes are worth more than the price of a ticket. You know that. Your local fans know that. Does everybody else? What if you could base your fundraising strategy on more than team rankings and the size of your stadium? It can be done – with the right message and the proper approach. Go beyond game day to benefit from what could be your largest pool of donor funds yet.



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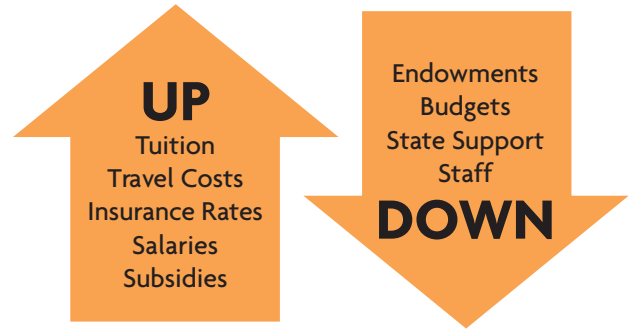


PURSUANT
SPORTS

A Limited Strategy Yields Limited Funds

Collegiate athletic programs in the U.S. today face trying circumstances. Given the still fragile economy, the need for larger and larger revenues, and ever-increasing competition, most athletic development offices have their work cut out for them. Is ticket-based fundraising enough to sustain and expand your athletic program?

Ticket sales – the classic athletic fundraising strategy – can bring in substantial revenue when you have an expansive stadium and a top-ranked team. But even under the best circumstances, ticket-based fundraising has its limitations.



LIMITATIONS OF TICKET-BASED FUNDRAISING

1. **You have to win.** Your fans will be most willing to buy tickets when your team is performing well. Many die-hard fans won't miss a game even in the down seasons, but many others won't invest if your team isn't on top. If you're not winning now, you have to start winning, or promise your donors you'll start winning soon.
2. **It's all about the in-game experience.** Your fans' experience at a game becomes a significant factor in whether they'll renew their season tickets. Distance from the field, comfort level, quality of concessions, the walk from the car, and traffic all become factors in ticket buying.
3. **Your coach has to be likeable.** The team's coach influences fan loyalty and a donor's desire to stay a season ticket holder. Likeable coaches, especially during rough seasons, can keep fans connected and coming back.
4. **Seats, suites, and parking spaces are finite.** Even if you sell out your stadium, ticket-based fundraising has a revenue cap. Plus, you can only charge so much for season tickets and various priority levels – especially in today's economy.
5. **"Non-revenue" sports are left out.** Football and basketball are typical breadwinners. The other "non-revenue" sports – and their loyal fans – are missing from priority-based fundraising. This makes sense in transactional fundraising, since football is likely your most popular sport. Basketball is likely the marquee sport for schools lacking a football team. All your other sports may have value to potential donors not tapped by traditional ticket-based fundraising.

6. **Many fans live beyond driving distance.** Your fans are only going to drive so far for a home game. So, how far is too far? 100 miles? 200? Based on alumni and fans who live outside that geographic radius, how many are not current annual donors?

Take a map of your region, and circle the largest logical radius around campus from which your season ticket holders drive to home games. Then look outside that circle and you've identified **Everyone Else**. They are supporters that have a loyalty to your athletic program, but don't purchase season tickets because coming to games is simply impractical.



If you can't sell them a season ticket, how do you engage Everyone Else in supporting your program?

Missing Out on Millions

THE VALUE OF EVERYONE ELSE

1. **If you ask, they will give.**

Most non-donors will tell you that the number one reason they've never given to a particular organization is simply because they've never been asked. Since most athletic development programs primarily rely on ticket sales for their fundraising efforts, they've likely never asked Everyone Else to give. If you don't ask, they won't give.

2. **They are more efficient to retain.**

When a person becomes a donor based on the intrinsic value of your program, there are two main advantages over a ticket holder: Firstly, they don't expect a premium in return. Most ticket holders make a purchase with the expectation that they'll receive something, whether it's a game day experience or the elite status of a season ticket holder. Everyone Else gives without these same expectations. It's important to remember that it is always best practice to thank your donors; because donors aren't "purchasing" for a particular return, making them feel valued and appreciated can be a much more cost-effective retention strategy.

The second big advantage of cultivating Everyone Else as donors is that they aren't as focused as ticket holders on volatile factors like the team record, game day experience, etc. The limitations of ticket-based funding bear a much smaller impact on the financial contribution of Everyone Else than that of ticket holders.

HOW TO FIND EVERYONE ELSE

Before you can reach Everyone Else, you must first identify who that audience is and how they're already connected. This poses a big challenge because most people in that audience are not only outside of your geographic radius, but they are also missing from your database. That means that contact information for Everyone Else remains at large, especially if you don't have access to your school's alumni database. Here are a few hints about how to spot Everyone Else.

Everyone Else...

1. **Catches The Game On TV**

Since they can't be there in person, they'll watch a game live on TV or even record it to watch later. Regional sports and conference networks like the Big Ten Network were made for Everyone Else.

2. **Goes Beyond Alumni**

Your alumni audience is a very rich support base and should be targeted with a specific communication plan. However, you likely have supporters with an affinity to your brand who have never attended your school or been part of your program. With a strategic plan, this audience can be a very valuable source of financial support.

3. **Connects Through Social Media**

Platforms like Facebook, Twitter, and YouTube are thriving with interaction among Everyone Else. Remember that the key to successful social networking is just that – interaction, which means engaging in the conversation that is already taking place.



4. **Connects With Other Fans**

Your fans and supporters have one thing in common – you! Whether their loyalty stems from family tradition or a personal connection, they’ll find ways to connect. Most frequently this happens through social networking platforms, but even local watch parties – especially in large metropolitan areas – are where you can find your most enthusiastic loyalists.

5. **Cares About Your Mission**

Football and basketball may be king, but you have supporters that are interested in your other sports, and most importantly, your program’s overall mission. These supporters care about your athletic program as a platform for developing student-athletes and preparing them to take a significant place in society.



HOPE IS NOT A STRATEGY: PLAN FOR SUCCESS

Imagine one of your coaches going into a game without a detailed strategy to beat the opponent. If your coach said, “We just want to do better than last game,” you’d be worried. You expect your coach to have scouted the competition, devised strategies to counter the opposing team, prepared the team for what to expect, and finally, to execute that plan on game day with precision. The same goes for fundraising. As you consider reaching Everyone Else with a new message – support without premium or priority – you’ll need a strategic game plan.



GAME PLAN

For some organizations, it can cost up to \$2 to acquire just one new donor dollar. **Develop strategies** that will acquire, retain, and upgrade your donors to a higher level of giving. Donors that are cultivated through an annual giving program are much more likely to become major givers.

The key to a successful fundraising plan is an integrated strategy. **Identify your tactics** and diversify your message across all channels. What is the right message? Who is the right audience? How often should we communicate with them? Leverage the power of an integrated strategy and revolutionize the way you engage potential donors.

Today's technology has transformed the kinds of information that we know about our donors. Behavioral data lets you know exactly who is consuming your content and what content they're consuming. Cross-referencing of your donor data can provide you with intelligent insight into donor tendencies and behavior. When you **apply the proper tools**, you can target the right people with the right message to optimize your fundraising efforts.

Today's economy has forced many programs to face budget cuts, which means limited staff and even less time. An effective game plan will help you **prioritize your resources** in the most efficient way so you can do more with less.

About Pursuant Sports

Pursuant Sports is part of The Pursuant Group, a family of companies all with one common purpose: serving nonprofits and helping them achieve their greatest potential. Pursuant is a full-service fundraising and marketing communications organization that serves nonprofit clients across the entire donor pyramid. We've served more than 20,000 organizations and helped our clients raise over \$20 billion in capital campaigns, managed major giving services, and interactive fundraising campaigns. For more information, visit pursuantsports.com.

