

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

Advancement Division Action Plans

FY 2010-11 and FY 2011-12

Athletics



CALIFORNIA STATE UNIVERSITY, FRESNO
Intercollegiate Athletics **FY 2010-11 / 2011-12 Action Plan Details**

Department: Athletics Development
Date: September, 2010

Priority Product	Criteria for Success	Tactics	Special Considerations
Drive to Five	<ul style="list-style-type: none"> • Maximize marketing for the “Drive to Five.” • Relay importance of this program to entire membership, volunteers, trustees, directors, coaches, and staff. 	<ul style="list-style-type: none"> • Increase budget line item for BDF marketing. • Have a BDF presence in the community and at campus meetings to promote this drive. 	<ul style="list-style-type: none"> • The restructuring of the priority seating program for the fall of 2011 should lead to a significant increase in the number of members due to the annual donation requirements for the “best” seats in Bulldog Stadium.
Major Gift Fundraising	<ul style="list-style-type: none"> • Campaign goal total: \$4,300,000. (\$3,500,000 additional for Sports Medicine Center and \$800,000 for All-Weather Surface.) • Priorities: Secure funding for Sports Medicine Center and All-Weather Surface in Bulldog Stadium. Upon completion of these projects, start soliciting funds for Duncan Building Expansion, Lacrosse/Soccer Facility, or other project(s) determined most critical. • Each Sport Club has a capital project that they can promote along with their membership drive. 	<ul style="list-style-type: none"> • Move forward with solicitations from cultivation that has taken place over the past couple of years. • Sport clubs know their priority is to increase fan interest in their sport, but they will also be promoting their approved project. • In conjunction with planned giving, utilize part-time major gifts officer in efforts to solicit funds for current capital projects. 	<ul style="list-style-type: none"> • The Sports Medicine Center is the most critical project for Fresno State Athletics and will benefit every Bulldog Student-Athlete. Construction of this facility will complete the final component of the “Student-Athlete Village.” <p style="text-align: right;">(continued)</p>

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<p>BDF Annual Fund</p>	<ul style="list-style-type: none"> • Increase revenues as scholarship bill continues to increase. This bill could potentially be \$5.4 million in FY11, so a healthy annual fund needs to generate between \$6 and \$6.5 million (after adding on BDF operating budget and facility debt payment) annually to fully fund the bill without utilizing a substantial amount of endowment funds. • Increase annual fund leadership gifts at the Green V level (\$10,000 and above). • Increase philanthropic giving at lower gift levels. • Effectively market new priority seating requirements for football and men's basketball. • Promote seating opportunities to Young Alumni and Fresno's Leading Young Professionals. 	<ul style="list-style-type: none"> • Communicate with the fan base that the cost of supporting a Division 1 BCS athletics program will continue to increase. • Inform constituency that tuition has increased 165% over the past eight years, 30% last year, and most likely will continue to increase in the future. The BDF is still charged with funding the scholarship bill which is anticipated to be \$4.3 million in fall 2010 and estimated at 5.3 million for fall 2011. • Reach out to membership about the new referral program. Anyone can be a volunteer by referring friends, family, coworkers, etc. • Emphasize to volunteers the importance of bringing in at least three new members annually. • Continue to visit and entertain prospects with a capacity to make at least five figure gifts. • Continue to promote 110% Bulldog Club and Take it to the Next Level programs. • Introduce new priority seating program for football and men's basketball. • Recruit new donors and volunteers from Young Alumni and FLYP. 	<ul style="list-style-type: none"> • There is one more \$200,000 payment due for the debt on the Duncan Building Expansion. • Football and Men's Basketball success are critical for future growth. • Many donors are physically no longer able to come to athletics events. This does not mean they cannot continue to support the BDF philanthropically. • Some of the most popular reasons for not contributing include, but are not limited to: doesn't agree with university/athletics administration, doesn't like a certain coach, lost parking pass, doesn't like the Save Mart Center, doesn't get the benefits they used to receive, physically cannot attend games, and have only been giving because of ticket benefits. <p style="text-align: right;">(continued)</p>

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<p>Effective Staff Structure and Infrastructure for Athletics Development</p>	<ul style="list-style-type: none"> • Addition of two major gifts officers to BDF staff. • Consistency with operations and policies and procedures. • Enhanced revenue. Continue to solicit prospective donors and steward current donors. Evaluate newly developed referral program to maximize efforts of current BDF membership. Continue to educate volunteers about the importance of increasing revenues for the student-athlete scholarship fund. • 	<ul style="list-style-type: none"> • Mobilize new major gifts staff in cultivation and solicitation of prospective donors. • Continue to work with auditors to make the BDF a more efficient organization. • Evaluate recent performance of volunteers and discuss with President of Fund Drive and BDF Board of Directors. Implement new strategies that are critical for future success. 	<ul style="list-style-type: none"> • All giving is being tracked on Paciolan and regularly uploaded to Advance. • Adding a major gifts officer is critical to securing the necessary funding for current capital projects. The assistant director will assist in reaching the masses in the attempt to increase revenues for student-athlete scholarships. This position will also be critical for the success of the transition for future priority seating programs.
<p>Club Red and Bulldog Alumni as Professional Athletes</p>	<ul style="list-style-type: none"> • Increase participation of former letterwinners for all sports teams. • Implement alumni program for professional athletes that participated in intercollegiate athletics at Fresno State. 	<ul style="list-style-type: none"> • Invite former student-athletes to come back for home football games and other events to continue to be part of the Bulldog family. • Meet with current student-athletes in August (pre-season) and in April (near the end of the academic year) to educate them on what the BDF does. This is critical for building future relationships. • Establish contact with the professional athletes to ensure they have a contact anytime they come back to campus. 	<ul style="list-style-type: none"> • Continue to work with the Fresno State Alumni Association. • Work with coaches to identify former student-athletes with the capacity to contribute at major gift levels. <p style="text-align: right;">(continued)</p>

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<p>FY 2010-11 Goal</p> <p>FY 2011-12 Goal</p>	<ul style="list-style-type: none"> • \$7.5 million - \$3.5 million annual fund, \$4 million major gifts • \$8.5 million - \$4.5 million annual fund, \$4 million major gifts 	<ul style="list-style-type: none"> • Continue to promote the Drive to Five through September of 2011. Evaluate at conclusion of membership campaign. 	<ul style="list-style-type: none"> • Economic situation is making things extremely difficult. However, there are plenty of major gift prospects in the Central Valley that can make these goals a reality. Increasing the number of BDF staff members is critical for having a chance to achieve these goals.