



**NFHCA Coffee Talk: Putting Your Program in a Position for Success**

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**Program Health Check**

Evaluate your Operating Budget: What are the priority items (Student Athlete Experience)? What are your Program Goals and how do align with your budget?, What are your departments goals and how do they align with your budget? How much fundraising is going into Operating Budget vs. How much is the school/department contributing to program budget?

Wages and Salary: How does staff compare in department? How does staff compare in NFHCA? How are salaries funded?

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**How can Fundraising Put Program in Better Position?**



LESS DEPARTMENT/UNIVERSITY CONTRIBUTION



ENGAGES PROGRAM COMMUNITY

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**Fundraising  
Advice**

DON'T APOLOGIZE!!!

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**Believe in What and Why you are Fundraising**

Connect your fundraising asks directly to your program vision:

- Your community should know what their money is contributing to?
- Why do you believe that what your program is doing is important/special?
- Fundraising pitch should be very similar to your recruiting pitch.
- Connect fundraising to more than just equipment, hotel rooms and food

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**Small Scale Grass Roots Fundraising**

- Class Challenges
- Decade Challenges
- Goal-a-Thons
- % or Number of Donor Challenges
- Program vs. Program Challenges
- Matching Challenges (Discuss who to target for the "match")
- Young Alumnae Percentages- Build your base

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### Grassroots- How?

- Call A-Thons
- Email Solicitations
- Regular Communication with and without solicitation
- Team Newsletters
- Social Media: Alumnae Spotlights, Fundraising Challenge Scoreboards

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### Large Donation Fundraising

- Encourage women to step up and give but also find Men who can give. Identify donors IN and OUT of your community
- Someone motivated by other people giving → Matching
- Someone motivated by Title 9 → Salary Equity
- Someone motivated by publicity/naming → Capital/Endowment
- Someone motivated by SA experience → Operating Budget
- Someone motivated by Future → Strong Female Leaders
- Someone motivated by Winning → Operating/Recruiting

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### Larger Gift Solicitation- How?

Consider	Consider creating a Sports Board
Develop	Develop Relationships: Phone Calls, Direct Communication
Special	Guest Coaches, Team Dinners, Guest Speakers

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**Follow Up**

- Handwritten Thank You's
- Special Gifts
- In Person Events: Create a Focus
- Virtual Events: Coffee Talks, Happy Hours, Town Halls

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