Seminar Title:  Tools and Strategies to Help Coaches Reach Their Fundraising Goals

Speaker(s): S. Wade Garard, CEO MotorMVB Foundation, Inc.
Wade Garard founded MotorMVB Foundation, Inc. along with John Speraw in December of 2016 and launched a multi-year campaign to drive growth of boys' and men's volleyball. In just one year, they have assembled a blue-ribbon board of trustees, raised $1 million and made grants to a half dozen colleges to start men’s volleyball programs. Wade is an experienced fundraising professional. For 23 years, he has worked with colleges and universities all over the country to implement successful fundraising initiatives, capital campaigns, mentoring programs and alumni engagement activities.

Learning Objectives:
Attendees will learn practical tips and tools to be more successful in fundraising activities including (1) how to develop an annual fund development plan and (2) how to develop a strategic plan for volleyball development.

Attendees will be introduced to phraseology and scripted questions/calls so that coaches are more effective in asking for support from donor prospects.

Attendees will share tools and strategies and best practices with one another

Attendees will leave with specific suggestions on how to best engage in discussion and activities with development professionals and administrators so that they become more relevant and valuable in the overall athletics department’s success.

Key Points:

- Implement best practices in fundraising & alumni development this year. Doesn't have to be complex.

- The top 5-10 gifts are often half the goal. No matter what size the goal. One-to-one fundraising is key.

- To be most effective in fundraising two approaches ought to be taken: marketing (1-to-many) AND sales (1-to-1). Coaches and development professionals cannot only rely on 1-to-many strategies. Sending out appeals or emails or invites without getting on the phone or visiting individually with prospects one at a time will not produce the results you need. 80-90% of the money donated can often come from 10% or less of those who give. Thus, developing an appropriate 1-to-1 plan for top prospects will determine the degree of success.

Conclusion:
Coaches at all levels of our game must be involved in the process of fundraising. Coaches are more relevant and valuable to their programs when they are involved in identifying, cultivating, asking, stewarding contributors one prospect/donor at a time.