



LEARNING OUTCOME

After participating...

...you will be able to coordinate with your athletics fundraising or alumni relations counterpart to capitalize on alumni engagement opportunities.

AGENDA

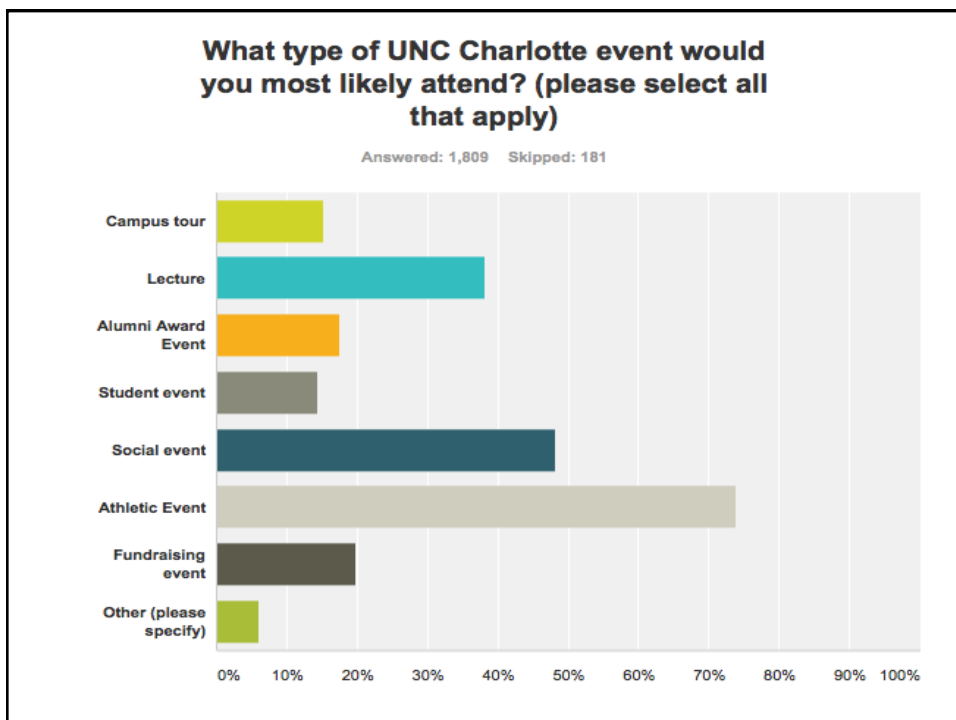
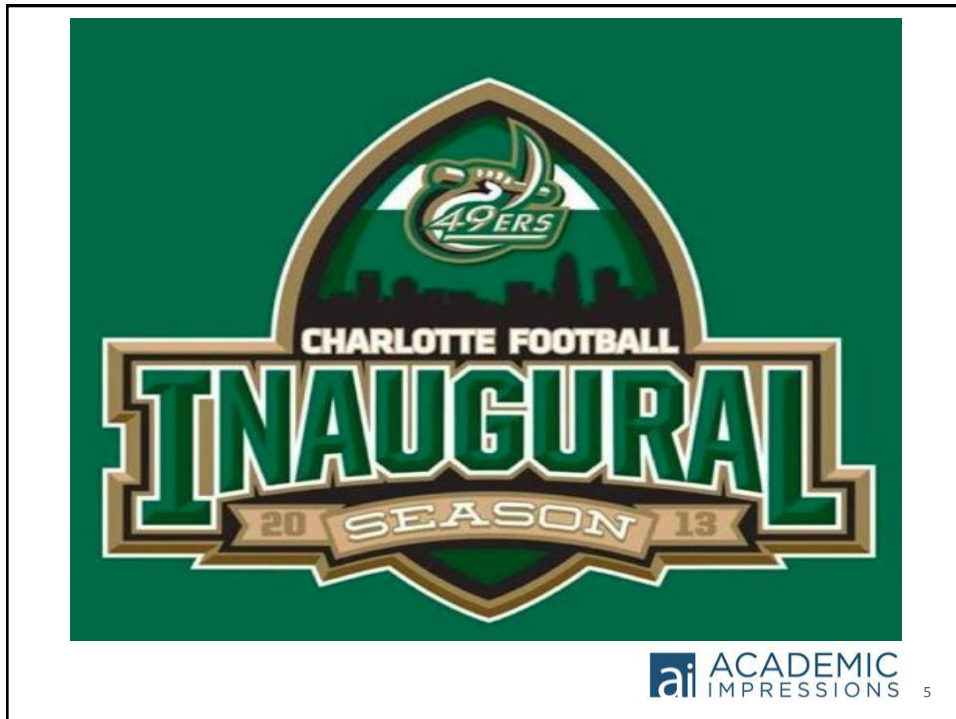
- Developing partnerships across athletics and alumni relations
- Executing successful athletics-focused events
- Debriefing athletics events
- Engaging student athletes as future alumni
- Getting started at your institution



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DEVELOPING PARTNERSHIPS ACROSS ATHLETICS AND ALUMNI RELATIONS







STEPS TO SUCCESS:

- Met with IMG and involved them from the beginning
- Clear contact with athletics and their marketing staff
- Forged relationships with coaches
- Presented at all athletics division meeting on the importance of alumni
- Built an inclusive environment



CHAT

What tactics have been successful at your institution for building relationships across departments?

SETTING GOALS FOR ATHLETICS EVENTS

ATHLETICS

- Attendance
- Knowledge of brand and coaching staff
- Recruiting Tool
- Awareness

ALUMNI RELATIONS

- Alumni Engagement
- Solid brand partnership
- Donor cultivation
- Pipeline building
- New opportunities

CO-PLANNING ATHLETICS EVENTS

ATHLETICS

- Coordination with marketing and advancement division
- Knowing which staff is the right ones to be invited and involved

ALUMNI RELATIONS

- Concrete partnership skills
- Allowing athletics to have a voice from the beginning
- Using IMG marketing as strategic partner when short staffed

CREATING COMPLEMENTARY MESSAGING FOR ATHLETICS EVENTS

- Focus on supporting institution and athletics program
- Focus on value to alumni and also unique opportunities

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EXECUTING SUCCESSFUL ATHLETICS- FOCUSED EVENTS

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THE LAUNCH



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This ain't your daddy's tailgate.

Leave your grill at home but still have all the fun. The best tailgate in town is at the big white Alumni Village tent. Family friendly with tons of food, fun, and even an adult beverage or two. And at only \$20 a pop, it's only 8 cents a minute for a kicking time and zero clean up.

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CREATING COMPELLING MESSAGING



UNC CHARLOTTE
Alumni Association

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■ CREATING
COMPELLING
MESSAGING

Football with out tailgating?
That'd be like the internet >
< without cats.



CHAT

**What works with these
messages?**

DAY-OF EVENT EXECUTION



Guest check-in
powered by
CheckInEasy.com



BALANCING EVENT STAFFING ACROSS ATHLETICS & ALUMNI RELATIONS

- No increased alumni staff even though we received Division I football program
- All hands on deck mentality
- Used athletics as a pre event resource knowing that on game days we were on our own for the most part
- Students! Students! Students!
- Volunteers- with specific roles and responsibilities



RESOURCE

Sample Staffing Schedule

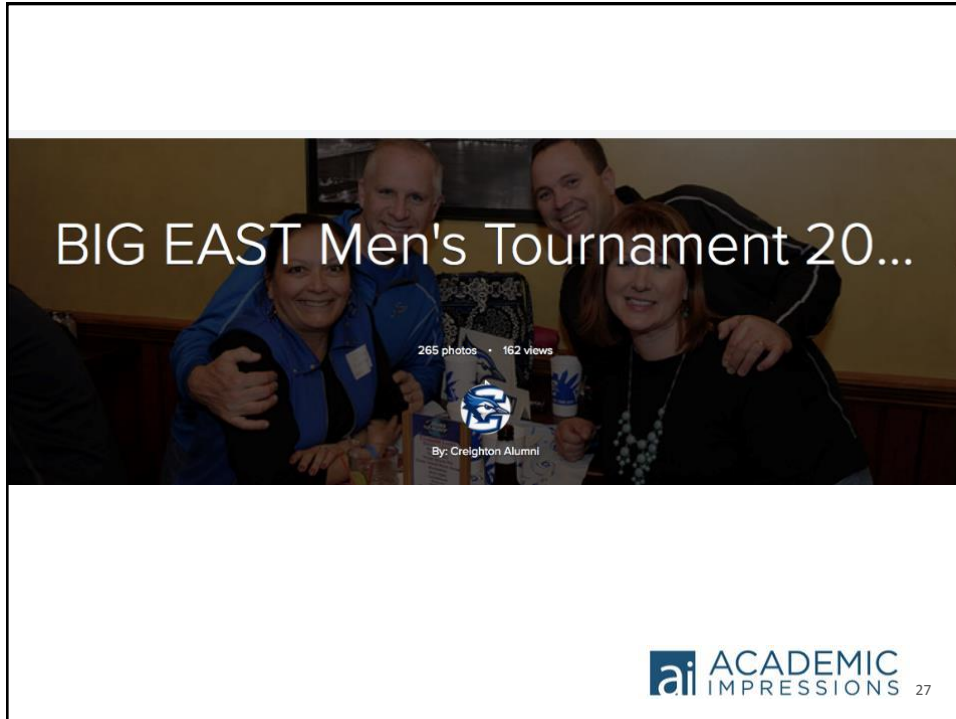


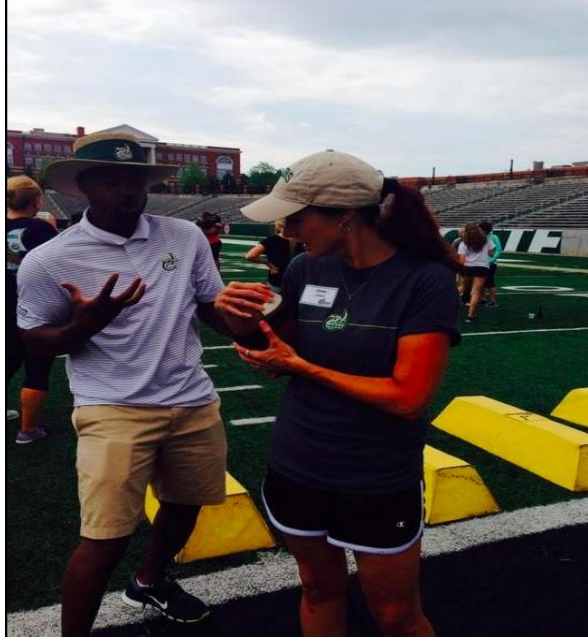
RESOURCE

1	RESPONSIBILITIES	STAFF RESPONSIBLE
2	Operations	Lynne
3	Permits	Lynne and Tyler
4	Catering	Lynne
5	Security	Lynne and Tyler
6	Port a Pottys	Lynne and Tyler
7	Power	Lynne and Tyler
8	DJ	Lynne and Amy
9	Sound-Jeff	Lynne and Tyler
10	Bounce House	Lynne and Tyler
11	Frame	Brandon
12	Tickets	Lynne and Jenny
13	Business Vendors	Amy
14	Games	Brandon
15	Radios	Tyler
16	Beer and Soda	Tyler and Lynne
17	SAA	Brandon
18	Raffle	Lynne and Jenny
19	Trash and Recycling	Pam
20	Athletics	Scott









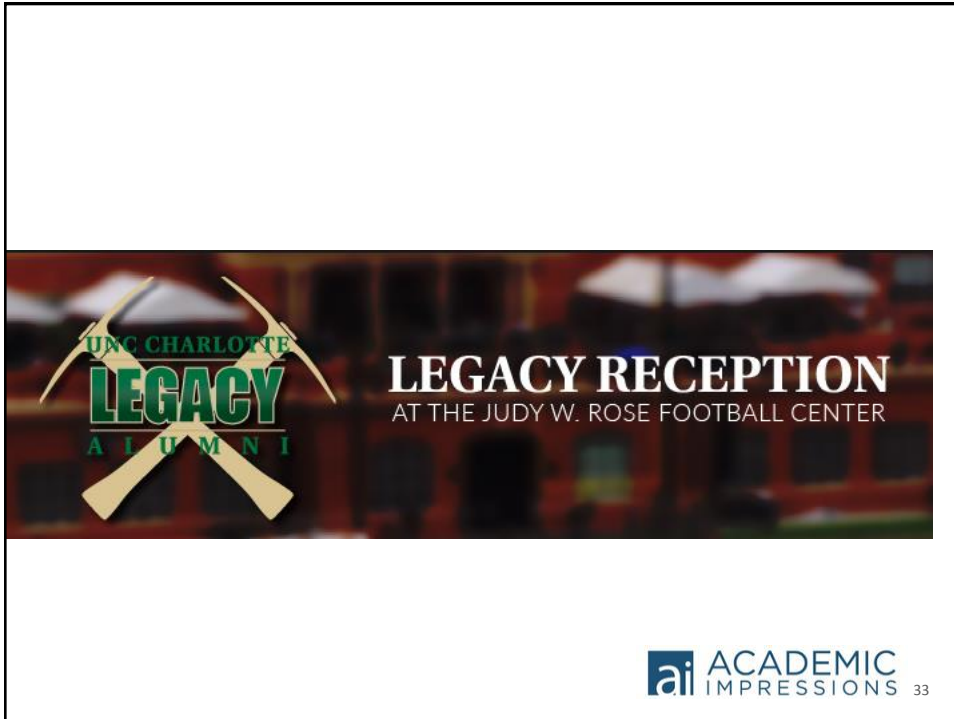
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A graphic for the "49ERS COACHES CARAVAN 2015". On the left is the 49ers logo. To the right is a photo of three people: a woman in a grey blazer, a man in a black polo shirt, and a man in a white polo shirt and green cap. Below the photo is a table with dates and event details.

APRIL 30	6:30PM COACHES CARAVAN TOUR RALEIGH CITY CLUB RALEIGH
MAY 14	6:30PM COACHES CARAVAN TOUR HENDRICK MOTORSPORTS CONCORD
MAY 20	6:30PM COACHES CARAVAN TOUR OB'S TAVERN BALLANTYNE

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DEBRIEFING ATHLETICS EVENTS



POLL

Which of the following activities do you currently do as part of your standard event debrief process?



INVOLVE EVERYONE

- Pass along data
- Assign follow up tasks
- Evaluate ROI
- Determine future needs
- Deploy appropriate follow-up

ATTENDEE FOLLOW-UP EMAIL

Text for Email:

Thank you so much for attending our recent XXXX event. It was wonderful seeing you DATE.
Below please find a link to the photos from the event to share with your family and friends. In
addition, we would welcome your feedback as we strive to improve our guest experience.
Please click [HERE](#) for a link to a short, 5 question survey.

Thank you,

ATTENDEE FOLLOW-UP SURVEY

1. Overall how would you rate the event?
2. Based on your experience at this event, how likely are you to attend future events?
3. Please rate the following aspects of the event
 - a. Excellent Good Fair Poor
 - b. Scheduling and timing
 - c. Entertainment
 - d. Food and beverage
 - e. Parking and directions
 - f. Invitations and guest list
 - g. Choice of facility/venue
 - h. Cost and pricing
4. What was your favorite part of the event?
5. Any other suggestions or comments to help us improve future event?

NON-ATTENDEE FOLLOW-UP EMAIL

We are so sorry you were unable to join us at our recent XXXX event. Below please find a link to the photos from the event so that you may experience it through our attendee's eyes. In addition, we would welcome your feedback as we strive to improve our events for all of our friends and family. Please click [HERE](#) for a link to a short, 5 question survey.

Thank you,

■ NON-ATTENDEE FOLLOW-UP SURVEY

NON ATTENDEES

1. Why were you unable to attend XXX Event?
2. Would you rather attend events on or off campus?
3. In addition to events, how would you like to hear from us?
4. What types of events interest you the most?
5. What else would you like us to know so we may better serve you in the future?

■ VIP FOLLOW-UP STRATEGY

- Hand written notes and photos sent within 3 days of event
- Personal greetings from coaches and key staff
- Invitation for a tour or other insider access such as field time or box time

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ENGAGING STUDENT ATHLETES AS FUTURE ALUMNI



CHAT

**How are you currently
engaging student athletes
with alumni activities?**



RedHawk Athletics Mentoring Program (RAMP)



[<< Back](#)



Hi ,

The RedHawk Athletics Mentoring Program is designed to connect current Miami student-athletes with Miami athletic alumni to provide students with career and professional development insight. In the same way a delivery person uses a ramp to transition a heavy load from one step to the next highest level, or a highway ramp gracefully merges vehicles together, the vision of our RAMP is to assist student-athletes in their career development and networking capabilities while they navigate the oftentimes challenging athletic pursuits. The support provided by RedHawk Athletics Mentoring Program will ramp up and enhance the development of our student-athletes by providing them with strategies and support in their pursuit of their athletic goals and desired career.



Calling All Former Student-Athletes

USC Athletics will commemorate its 125th Anniversary this year and we want you to be there to celebrate with a special reunion weekend for each sport. Enter your information below so that we may contact you for the reunion event for your specific sport. Dates are listed below, you will receive additional information in the coming months regarding all the festivities.

Upcoming Reunion Weekends

- Football Reunion Weekend vs. Washington State - September 7, 2013 at 7:30 p.m.
- Baseball and Soccer Reunion Weekend vs. Boston College - September 14, 2013
- Men's Volleyball, Women's Volleyball, Sand Volleyball, and Gymnastics Reunion Weekend vs. Utah State - September 21, 2013
- Men's and Women's Track & Field, Cross Country, Men's Rowing, and Women's Rowing Reunion Weekend vs. Arizona - October 10, 2013 at 7:30 p.m.
- Men's and Women's Basketball Reunion Weekend vs. Utah - October 26, 2013 (Trojan Family Weekend)
- Men's Water Polo, Women's Water Polo, Women's Swimming & Diving, and Men's Swimming & Diving vs. Stanford - November 16, 2013 (Homecoming)



Miami gets record donation from former 'Cane Calais Campbell

Posted by John Taylor on January 21, 2015, 3:33 PM EDT

In December, former Miami running back Ken Hunt donated \$1.5 million to his alma mater's athletic department, the largest ever for an ex-student-athlete. As it turned out, that record lasted less than a month.



Getty Images


It was announced by The U Wednesday that former Miami and current Arizona Cardinal **Calais Campbell** has donated \$1.6 million to the school's fundraising campaign, which is called "Momentum2: The Breakthrough Campaign for the University of Miami." Thus far, over \$106 million has been raised through the initiative.

Campbell's gift will endow "The Calais Campbell Football Defensive Lineman Endowed Scholarship" and will be given annually to a player who plays on the defensive line. In recognition, the defensive linemen meeting room in the Hecht Athletic Center will be renamed "The Calais Campbell Defensive Line Meeting Room."


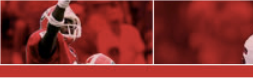
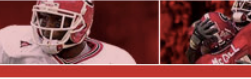

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IMPRESSIONS 48



THE FOOTBALL LETTERMEN'S CLUB


- HOME
- HISTORY
- OFFICERS
- UPCOMING EVENTS
- LATEST NEWS
- STUDENT ATHLETE CAREER DEVELOPMENT PROGRAM
- FOOTBALL LETTERMEN
- LOST LETTERMEN
- NEWSLETTER

Student Athlete Career Development Program

The University of Georgia has recently started a Career Development Program for student-athletes. This is a great way to provide student-athletes with networking opportunities. You can assist in this program by providing career information, internships, or job opportunities to a student-athlete.

If you are interesting in being involved in this program, please e-mail Robert Miles at rmiles@novell.athletics.uga.edu with your willingness to do one or more of the following:

- Serve as an informational resource. This involves meeting with a UGA student-athlete for 15 to 30 minutes to answer questions about your job and career. There is no obligation to provide an internship or paying position.
- Provide an internship to a qualified student-athlete. Provide a job during the summer and vacation periods, or during the academic year.
- Provide a non-paying internship to a qualified student-athlete to become involved in a position for an extended period of time.
- Provide a full-time position to a qualified student-athlete.

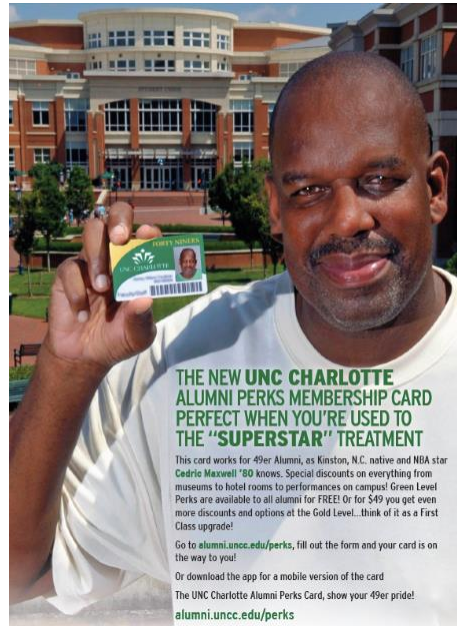

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Upcoming Events

Saturday, April 5, 2014	Football Lettermen Barbeque
All Day	The Auburn Athletics Department invites our former football lettermen to attend a football scrimmage Saturday, April 5, 2014. The Football Lettermen Barbeque will begin with check-in and breakfast at 9:30 a.m. in the Tigers Den at Jordan-Hare Stadium. For more information, please update your information here and contact Michelle Keesee via email at msh0018@auburn.edu or by phone at 334-844-8519.
Saturday, April 19, 2014	A-Day
All Day	War Eagle Invitational - Track and Field (Hutsell-Rosen Track)
TBD	Fan Fest (Nicholls Center Lawn)
11:30 AM - 1:00 PM	Auburn Athletics Alumni Barbecue The Auburn Athletics Department invites our former student-athletes, coaches, and staff to the Eleventh Annual Auburn Athletics Alumni Barbecue prior to the A-Day game Saturday, April 19, 2014. The Alumni Barbecue will take place from 11:30-1:00 p.m. and will be located at the campus green area between the student center and the stadium parking deck. The A-Day game start time is set for 2:00 p.m. CT. Click here to register for the event. If you have any questions please contact Wendy Carlson at 334-844-8817 or email athalum@auburn.edu . To log in, please use the username: alumnibbq and password: champions2010 . Register for the Event
2:00 PM	A-Day Football Game (Jordan-Hare Stadium) - Tickets \$5 Buy Here
Post-Game	Autograph Session on Field
4:00 PM	Baseball vs. South Carolina (Plainsman Park)


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INVITING BACK LOST LEGENDS



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GETTING STARTED AT YOUR INSTITUTION



■ STEPS TO SUCCESS

- Identify needs
- Identify key stakeholders
- Calculate success
- Formulate a plan
- Measure and reformulate



TO-DO

NEXT WEEK

Assess key stakeholders and bring them to the table

NEXT MONTH

Come up with strategic events plan and coordinate staffing levels

THIS FALL

Launch one unique partnership opportunity

THIS WINTER

Launch another unique partnership for spring



EVALUATION

Thank you!

Please remember to complete the event evaluation. Your comments will help us continually improve the quality of our programs.

