

Application: 7

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Institution: Drew University

Principal Contact: Beth Kornstein

Title: Asst Vice President for University Advancement

Address: 36 Madison Avenue; Madison, NJ 07940

Email: ekornstein@drew.edu

Phone Number: 973.408.3227

Purpose:

Athletics Fundraising Symposium – NCAA DIII Schools in NJ/NY/PA

The Office of University Advancement, working in collaboration with the Athletics Division, at Drew University (Madison, NJ) seeks to facilitate a one-day fundraising symposium for NCAA DIII Schools in the NJ/NY/PA tri-state area. This mini-conference, open to all 165 DIII institutions in the defined area, will convene a core group of advancement and athletics professionals to explore athletics fundraising best practices; to share successes and case studies; and to provide practical insight into building new athletics fundraising programs. Additionally, this conference will provide attendees with an opportunity to build networking relationships with other advancement/athletics professionals from their specific region of CASE District II in order to encourage an ongoing dialogue between colleagues.

An overview of the suggested program format and timeframe follows:

- 9 am Registration and Continental Breakfast
- 10 am Welcome Address and Opening Session: “Get Your Game On: Building Athletics and University Partnerships”
- 11 am Break
- 11:15 Breakout Sessions (45 minutes)
 - JV Track: “Where Do I Start? Building an Athletics Fundraising Program”
 - Varsity Track: “Including Athletics in your Capital/Comprehensive Campaign”
 - Going Pro Track: “All-Star Idea Exchange: Sharing Best Practices and Success Stories”
- 12:00 Networking Brownbag Lunch (registrants to be organized regionally, to facilitate networking post-conference)
- 1:15 Closing Session: “Ask the Funders: A Panel of Donors Supporting Athletics Programs”
- 2:15 Final Comments/Symposium Survey – Next Steps
- 2:30 Program Concludes

Drew University is honored to serve as campus host for the day’s events. Located in northern NJ, the Drew campus is easily accessible to DIII schools from all three target states. It is anticipated that two additional institutional co-hosts from NY and PA, respectively, will be sought to collaborate and further develop the program’s agenda; to encourage participation outside New Jersey; and to identify a diverse group of volunteer facilitators for breakout sessions.

Registrants will be asked to pay a nominal fee (\$25 anticipated) to cover the cost of lunch and snack breaks. The additional program budget is requested from the CASE District II Venture Capital Fund, as noted below:

\$1,000 Stipend/travel for keynote speaker

\$1,000 Food subsidy – continental breakfast and coffee/snack breaks

\$600 Travel expenses/registration waivers – all breakout session facilitators (\$100/volunteer @ 6 volunteers)

\$250 Symposium materials (handouts, folders, etc.)

Grant Impact:

Number of Institutions Involved in Planning: 1 confirmed; seeking 2 additional co-hosts (from NY and PA)

Number of Institutions to be Involved in Project: 165 (Invitations to all NCAA DIII schools in NJ, NY, and PA)

Other Impact:

The proposed Athletics Fundraising Symposium is not envisioned to be in competition with the CASE Athletics Fundraising Conference, currently scheduled for April 2017 in Washington, DC. Whereas the CASE conference is nationally inclusive and open to institutions with athletics and advancement operations of all sizes, the proposed symposium has been developed specifically for universities with similar athletics and advancement profiles, goals, and resources. This program is intended to serve as a regional platform for professional dialogue that will continue well beyond this one-day event.

Start Date: Fall 2017

End Date: Fall 2017

Amount Requested: \$2850