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Autore	Kelley David J.
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Nota di contenuto	<p>""Front Cover""; ""Sports Fundraising""; ""Copyright Page""; ""Contents""; ""List of figures ""; ""Preface""; ""Acknowledgements""; ""1. Sports Fundraising: Challenges and Prerequisites ""; ""Introduction""; ""Challenges at the Youth Sport Level""; ""Challenges at the Interscholastic Level""; ""Challenges at the Intercollegiate Level""; ""Fundraising Prerequisites""; ""Further Reading""; ""Application/Skill Building Exercise""; ""2. Fundraising Organization ""; ""Why Schools Need Booster Clubs""; ""Booster Club Organizational Hierarchy""; ""The Importance of Proper Oversight""</p> <p>""Gender Equity""""Further Reading""; ""Application/Skill Building Exercise""; ""3. Personal Skill Set Development In Fundraising ""; ""Personal Characteristics""; ""Skill Acquisition""; ""Practical Applications""; ""Further Reading""; ""Application/Skill Building Exercise""; ""4. Dynamic Fundraising Essentials and Principles ""; ""Fundraising Fundamentals and the Rosso LAI Principle""; ""The Fundraising Cycle ""; ""The 90a€?10 Principle""; ""Further Reading"";</p>

""Application/Skill Building Exercise""; ""5. Intercollegiate Relationship Cultivation and Stewardship in Fundraising ""
 ""Organizational Characteristics of Intercollegiate Booster Clubs""""The Return on Investment Orientation""; ""The Three Types: Annual, Major and Principal""; ""Capital Campaigns and Endowments""; ""Feasibility Studies""; ""Further Reading""; ""Application/Skill Building Exercise""; ""6. Youth and Interscholastic Relationship Cultivation and Stewardship ""; ""Boosters and Contemporary Fundraising Dynamics""; ""Identifying and Managing Quid Pro Quo Strategies""; ""Developing Cooperative Youth Sport and Interscholastic Programs""; ""Corporate Sponsorships and Third-Party Marketing Agencies""
 ""Alumni Outreach Strategies""""Further Reading""; ""Application/Skill Building Exercise""; ""7. Leveraging Points of Sale and Profit-Making for Fundraising Success ""; ""Attendance and Ticket Sale Revenue""; ""The Concessions Industry""; ""Intellectual Property and Licensed Merchandising Programs""; ""Royalty Calculation and Management""; ""How Maximizing Points of Sale Influences Fundraising""; ""Further Reading""; ""Application/Skill Building Exercise""; ""8. Working With Diverse Constituencies: Cultivation Strategies and Essential Resources ""
 ""Organizing Constituencies and Requisite Resources""""Cultivation Strategies and Prospect Management Systems""; ""The Donor Focused Orientation and Gender Differences""; ""Further Reading""; ""Application/Skill Building Exercise""; ""9. Youth/Interscholastic Grantsmanship Opportunities and Approaches for Success ""; ""Locating and Categorizing Grant Opportunities""; ""Corporate Granting Agencies and Foundations""; ""Sports-related Granting Agencies and Foundations""; ""Developing a Grant Proposal Format and Strategy""; ""Fundamental Grant-writing Advice""
 ""Essential Grant Information Resources""

Sommario/riassunto

Sports Fundraising is a complete introduction to fundamental principles and best practice in sports fundraising. Focusing on the particular challenges of fundraising in intercollegiate and interscholastic sport, and for youth sport organizations, the book is designed to help students develop the professional skills that they will need for a successful career in sports or education administration. Packed with real-life case studies and scenarios, the book offers a step-by-step guide to the effective planning, communication, implementation and management of sports fundraising projects, and introd