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 ""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""
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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