SECTION N • ATHLETIC DEVELOPMENT

Purpose

The purpose of this section of the policy is to specify the roles and responsibilities of coaches, athletic staff, Student-Athletes, alumni, boosters and/or other internal or external individuals or groups in the athletics development process to ensure that proper fundraising and stewardship practices are followed and that there is strict adherence to required financial and reporting requirements and the policies of the Board of Trustees, UNCG’s Division of University Advancement, the UNCG Excellence Foundation and University Administration.

Working in collaboration with University Advancement, the Athletic Development staff solicits and stewards gifts through the Spartan Club via the following methods, annual fund solicitation (phone calls, letters, personal visits); major gift solicitation (individual asks for gifts of $10,000 and above); strategic planning and financial reporting. The Spartan Club generates contributions for the following types of funds, including, but not limited to: Spartan Club Athletic Scholarship Fund, Named Endowments, Team Enrichment Funds and Capital Project Accounts.

Roles and Responsibilities of Coaches and Administrators in the Athletics Development Process

Coaches and athletic administration staff provide for an important part of the cultivation process via attention given to donors/prospects. Attention may come in a variety of ways, including gift acknowledgment, a visit with a development staff member, and/or establishing/developing an on-going personal relationship.

Athletic development personnel, working with University Advancement, provide personal attention and cultivation to donors and prospects on a daily basis through personal relationship development, mass communications, and special events.

Athletic development personnel and University Advancement will often be the stewards of cultivation on behalf of the coaches and administration. For example, athletic development personnel will provide information for gift acknowledgment, will arrange for coaches/administrators to attend special events, and will direct the introduction and development of personal relationships with appropriate donors/prospects.

Head coaches are asked to work in conjunction with athletic development to enhance the overall development effort for the ultimate benefit of the program and the donor.

All coaches and non-development athletic staff members will share key details of any significant interaction with donors/prospects/alumni. A simple e-mail sent to any member of the Spartan Club staff will suffice. It should include the name of the donor/prospect/alum, date and location of meeting or type of communication, and any key pieces of information that may be important to the overall relationship with the donor/prospect, or anything related to the donor/prospects interest in a financial contribution.

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Events/Alumni Reunions

Coaches must coordinate with the Spartan Club before moving forward with plans for any events that involve alumni and/or donors/prospects.

Correspondence with Donors

Head coaches will be asked to communicate with either phone calls and/or written acknowledgment for gifts made by donors to their sports program. The Athletic Development staff will supply head coaches with all of the appropriate information necessary for such correspondence. Athletic Development personnel will gladly assist any head coach in the development of a process and/or the communication piece as requested.

Coaches will share any updated contact information they have on former Student-Athletes with the Spartan Club. Coaches will not maintain separate databases of alumni/donors. Any requests for mailing/phone/e-mail lists will be made through the Spartan Club.

Contributions/Gifts

Any and all financial contributions for athletics must be sent to the Spartan Club for processing, allocation, and acknowledgment purposes. All gifts must be directed in accordance with the donor’s wishes as long as the donor’s wishes are legal and viable under Federal and State law, NCAA and university regulations. A gift should not be accepted without a clear understanding that it can be used as the donor intends. Should a case arise in which you do not have a clear understanding, please contact a member of the athletic development staff before accepting the gift.

Donor Information

Donor information (names, addresses, phone, email, and gift amounts) is private and protected by law. Do NOT disseminate any such information without first contacting the Athletic Development staff for approval.

Promotional/Advertising/Publicity

All promotional, advertising and publicity support for fund raising activities must be approved by a member of the Spartan Club staff.

Solicitation

Approval for any form of direct solicitation from alumni, parents, current and past Student-Athletes, friends, spectators or past contributors must first be obtained from a member of the Spartan Club staff.
**Priority Points Seating Program**

The priority points seating program (launched in FY 2013) at UNCG is designed to both reward donors who proactively support athletics as well as to leverage the interest in our high profile sports programs in order to benefit the greater good of Athletics and the University. Together, the athletic development and ticketing staffs will be the ones communicating and administering this program.