



Dan Cason

Dartmouth College

Assistant AD for
External Relations

With the end of the fiscal year at the end of June, Dartmouth Athletics announced the inception of its Young Alumni Fundraising Challenge, which started Thursday, June 15, and ran through Friday, June 30. This fundraising initiative is part of the year-long Friends' fundraising program, which provides over \$7 million in unrestricted support across varsity and club sports.

The challenge focused on Dartmouth's youngest alumni, from the classes of 2014 through 2023, and encouraged participation through a friendly competition among varsity sport programs. In addition, the challenge was structured based on a percentage of young alumni donors in one division and was comprehensive in nature, meaning that all gifts from the 2023 fiscal year were counted and the standings at the start of the challenge reflected all gifts received since the start of the fiscal year.

The goals of the challenge were educating young alumni on the importance of financial support for our athletics teams, increasing young alumni donors to each varsity program, engaging new volunteers to help with our annual efforts to support the program, and creating energy around the year-end fundraising from those who have most recently participated in athletics at Dartmouth. We also incentivized participants by entering them into a raffle to win exclusive Dartmouth gear and by offering athletes on the current winning team a chance to choose a Nike apparel item for all team members when they return to campus in the fall.

With this being the first time ever doing a fundraising challenge geared toward young alumni, we weren't sure what to expect. However, after seeing the final numbers, we are encouraged that we will be able to build on the foundation that was set this year. We had 531 total young alumni donors, which is the most we've ever had. With an impressive 82 percent participation rate, our sailing program nearly doubled the second-place team in the standings and sailed away with the victory. We also had four classes that had over 60 donors – **2017** (84), **2016** (65), **2018** (65), and **2015** (62).

Outside of that, another huge success of this challenge was working directly with our marketing and creative content team. In the planning process, they assisted with developing a content calendar and created graphics and video, which allowed us to broadcast information throughout Dartmouth Athletics' main social media accounts on top of our normal communication channels. We thought this was extremely important because of their large following and because social media is a huge engagement tool for individuals in that demographic.

We also worked with volunteers – called young alumni ambassadors – from each varsity sport who participated in peer-to-peer outreach as a way to personalize the engagement and build a volunteer pipeline.

Next year, we are hoping to increase our young alumni donor participation rate and again work collaboratively with our marketing and creative content teams to provide an even more immersive donor experience. Thank you to the entire Dartmouth Young Alumni community for making the first-ever Young Alumni Challenge a success!

@NAATSONews



Katie Wisdom

Ole Miss

Assistant AD
of Ticket Operations

Ticketing can be the catch-all of college athletics when you are trying to get a buyer's attention. We lean on our brand to present a unified approach to our fans of what is going on every day and with every sport. From seeing a post on Instagram or Facebook to watching a hype video on YouTube, those interested fans get sent straight to ticketing to buy their first experience on campus.

Here at Ole Miss, we pride ourselves on our brand and how we can use it to captivate and engage fans in different ways. Branding leads to buying, and buying leads to donating.

The Sip. Hotty Toddy. Hell Yeah, Damn Right. You have probably noticed these sayings in many spaces that have identified the Rebels over the years. Warm leads generated by these campaigns are easier to hook and retain, leading to success in revenue goals.

Branding consistency helps your fans know exactly what they're getting and who it is coming from. In this age of digital media and various buying platforms, it is easy to get confused and not know exactly who you are paying. To ensure the integrity of our brand at Ole Miss, we use our external teams to guarantee that every sport is putting out the same types of content. From logos and slogans to look and feel, we want to remain consistent on all platforms.

Fundraising has a unique way of turning your casual buyer into an avid supporter. We recently converted every single season ticket holder for football into a donor for the 2023 season. If

you're buying anything from our cheapest seat to our most exclusive premium option, you are seen as a donor paying above and beyond the minimum and supporting the Rebs throughout the year. This change will let us learn more about our fans' capability to give and continue to increase our database for exciting pledge campaigns we provide per win, per touchdown, per home run, and more.