

# NACMA



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## The Intersection of Marketing and Fundraising

As the landscape of college athletics continues to evolve, and the need for significant revenue growth rises, fundraising remains a core pillar for driving revenue. With this evolution, the need to further the intersection between strategic marketing, engagement, and fundraising initiatives has never been more critical.

Creative marketing campaigns that promote our teams and connect with fans on an emotional level can significantly impact fundraising outreach. When fans feel truly invested in Virginia Tech Athletics, they are much more likely to provide financial support. Unique promotions that create engaging opportunities help to strengthen their bond and attachment to our program. Additionally, data can be leveraged to tailor our outreach both in campaign creation and in messaging.

At Virginia Tech, we make an intentional effort to leverage the assets that fans are passionate about to not only create an engaging opportunity but to create an opportunity for them to support the program financially. The three most effective tools in our donor growth efforts have been gift-on-event campaigns, merchandising campaigns, and leveraging ticket types geared toward first-time attendees in Lane Stadium. Whether it's requiring a gift to attend our summer tailgate tour, pairing a gift with the next hot piece of merchandise, or requiring a gift with a single game ticket purchase, opportunities to give are always front of mind as an entry point for a fan's journey with us.

Most recently we embarked on year two of our Ticket Tuesday campaign, an effort to move large quantities of football single-game tickets in less desirable seat locations. Each ticket purchase is often paired with a promotional item or experience that has an emotional tie. Reviewing results from the previous year we uncovered that nearly 80 percent of these buyers were brand new. Thus, moving forward into 2023, we decided to leverage these packages as an opportunity to give and were

able to collect over 500 unique gifts through the campaign.

Though fundraising is often viewed as philanthropic, aligning fundraising with the work that goes into developing our other transactional product verticals has been a key to success. This alignment has helped to contribute to our ability to cross-collaborate across external units. All areas are not only aware of the significance fundraising has on our program, but they're more importantly aware of how each of their individual roles can contribute to fundraising success.

With strategic coordination, our marketing and fundraising teams will continue devising impactful initiatives. We want fans and donors alike to feel a sense of pride in contributing to the Hokies' legacy of excellence, both on and off the field. This intersection of marketing and fundraising is key to our entire operation.

@d3admins

# NADIIIAA



**Angel Mason**  
Berry College  
Director of Athletics  
NADIIIAA President

Dear NADIIIAA Friends and Division III Colleagues,

The past few years have been truly challenging in higher education, and we have even more challenges ahead of us. From a pandemic, financial hardships, and NCAA constitutional changes, to staffing challenges, major playing and practice season adjustments, and NADIIIAA Bylaw changes – change is inevitable, but how we manage the change is most important.

As we move into a new academic year, one of my goals as NADIIIAA President is to focus our organization's attention on building a strong, united future for Division III and our membership. One of the ways we have set the foundation for positive change is through a reimagined leadership structure. Following a membership-wide vote that took place this

summer, NADIIIAA has increased the number of individuals appointed to serve as part of the newly named Board of Directors. Please visit the Leadership Page on the NADIIIAA website for a complete listing of the Officers and Board members for 2023-24.

The newly structured NADIIIAA Board of Directors is focused on:

- Growing our athletics director leadership and involvement
- Increasing overall membership
- Surveying the membership to add value
- Strengthening and expanding collaborative efforts to enhance the voice of the membership
- Enhancing programming to strengthen the pipeline for all Division III administrators
  - Intentionally focus on senior woman administrators, ethnic minorities, and skilled support staff positions (i.e., sports information and sports medicine).

It will take all of us to move our organization and Division III athletics forward. We specifically look

forward to our members taking advantage of the Association's Committee positions when they become available, as well as professional development grant opportunities to attend the 2024 NACDA & Affiliates Convention, June 9-12, at Mandalay Bay Resort in Las Vegas.

Please continue to connect and share information with colleagues through the NADIIIAA Member Community. If you have ideas on how we can improve service to the membership, do not hesitate to reach out to myself or anyone on the Board of Directors. We value your opinions and experiences, especially as the landscape of our industry continues to evolve quickly.

Thank you for your commitment to Division III and NADIIIAA and we look forward to growing together.