

ATHLETIC ADVISORY COUNCIL 2015-2016 WE DID IT!

LIFE AFTER THE GAME

-  **6 one-on-one consultations with student-athletes**
-  **1 career trek**
-  **1 Skype lounge**
-  **1 internship provided**
-  **5 career class mentors**

ANNUAL FUND



DONOR EXPERIENCE



Successful Events

David Slade, Mark Northan, Anil Atluri and David Kahn: NYC event | Allen Hobbs and Andrew Tucker: Charlotte happy hour | Anthony Tang: Winston-Salem event | Tori Boysen and Jeff Hollingsworth: Winston-Salem event | Todd Werstler: Ohio Golf event | Kendra Clabo: Mount Airy event



150+
total event attendees



Donor Recognition

public display plan for donor recognition on TVs established

A LOOK TOWARD THE FUTURE

Host an event | Provide at least one strategic connection to a potential donor | Leverage your network | Make a commitment | Engage in a subcommittee





THANK YOU FOR YOUR SERVICE!

As a member of the Volunteer Army, you provide the leadership and support necessary to Develop Champions. Thanks to your service during the 2016-17 giving year, we have a lot to celebrate. Just take a look at all that we've accomplished this past year.

VIEW FROM THE TOP: A LOOK AT OUR 2016-17 ACCOMPLISHMENTS

VOLUNTEER ARMY

15 INITIATIVES CREATED TO ENHANCE THE EFFECTIVENESS OF THE DEACON CLUB FUNDRAISING OPERATION

\$27.5MM CONTRIBUTED IN 2016-17

CREATION OF SPORTS PERFORMANCE TEAM



Performance Nutrition, Sports Psychology, Sports Medicine, Strength and Conditioning

\$120.9MM CONTRIBUTED DURING THE CAMPAIGN

accounts for 57% of University Campaign total

AAC



7 NEW INITIATIVES LAUNCHED

Year-end deadline | Former Student-Athlete Giving Challenge | Next Level campaign | In-game donor loyalty recognition plan | Sport-specific stewardship plan | First-year stewardship plan | Volunteer Mentor program

\$236K CONTRIBUTED IN 2016-17

6 ADDITIONAL SCHOLARSHIPS ENDOWED BY STEWARDSHIP BRUNCH ATTENDEES



270 REFERRALS RESULTING IN **35** NEW MEMBERS

\$3.0MM CONTRIBUTED DURING THE CAMPAIGN

BOD



4 NEW INITIATIVES
LAUNCHED

Toured peer facilities to identify seating options | Changed giving level requirements for football parking | Identified marketing automation system to implement | Created endowment/estate programming plan

\$2.5MM CONTRIBUTED IN
2016-17

5 COLUMNS WRITTEN BY MEMBERS



\$50K IN INCREMENTAL
PARKING REVENUE

**65 NEW ESTATE PROSPECTS IDENTIFIED
THROUGH PLANNED GIVING EVENTS**

\$22.5MM CONTRIBUTED DURING
THE CAMPAIGN

PAC



4 NEW INITIATIVES
LAUNCHED

Implemented parent-to-parent outreach strategy | Developed and launched Deacon Digest | Created Family Weekend welcome packet | Developed Parent Partners campaign

\$8.7MM CONTRIBUTED IN
2016-17

108 ATHLETIC FAMILIES RECEIVED

A WELCOME PACKET



\$37.5MM RAISED BY NON-ALUM
PARENTS DURING THE
CAMPAIGN



2 NEW POSITIONS FUNDED AND CREATED
Performance Nutritionist and Sports Psychologist

\$13.0MM CONTRIBUTED DURING
THE CAMPAIGN



DEACON CLUB VOLUNTEER ARMY



110+ MEMBERS



8 ADVISORY BOARDS & COUNCILS
Athletic Advisory Council | Board of Directors |
Deacs All In | Game Day Experience Committee
| Parents' Athletic Advisory Council | Sport-
Specific Committees



\$124.2MM RAISED
by Volunteer Army members throughout
the Wake Will Lead campaign, comprising
53% of the Athletics campaign total

2017-18 HIGHLIGHTS

As a member of the Volunteer Army, you provide the leadership and support necessary to Develop Champions. Thanks to your service and dedication during the 2017-18 giving year, we have a lot to celebrate. Take a look below to see all that we've accomplished this past year.

ATHLETIC ADVISORY COUNCIL

Developed and executed first-ever Deacs Day of Giving which resulted in 204 new donors and \$151k in new & upgraded gifts | Helped create Top Hat Tavern restaurant concept for men's basketball games which served 197 guests | Established a regional volunteer directory | Designed an engagement plan for Volunteer Army alumni | Created an engagement and stewardship plan for out-of-town donors | Executed a stewardship plan for first-year donors which resulted in a 24% increase in renewal rate and netted a \$125k gain for the Annual Fund



BOARD OF DIRECTORS

Hosted three events focused on scholarship and program endowment gifts that resulted in three new scholarships | Implemented reserved parking for football games which led to \$14k in additional revenue | Added "live chat" feature on Athletics website | Developed a plan to capitalize on secondary ticket market



GAME DAY EXPERIENCE COMMITTEE

Redesigned community group and corporate ticket packages | Executed postseason fan experience survey for men's basketball



PARENTS' ATHLETIC ADVISORY COUNCIL

Enhanced summer move-in day for student-athletes by incorporating Athletic Department staff in the process | Helped redesign summer orientation for families of student-athletes | Created and executed two informational panels for parents of student-athletes | Funded new Sports Psychologist position