

Scott Thompson: Transformational Fundraising for Coaches

- What does fundraising mean to you?
 - Means different things to different people
 - Equipment, growth, survival, budget, etc.
- Ask about budget during interview
- The Billionaire Who Wasn't: How Chuck Feeney Secretly Made and Gave Away a Fortune
- Relationships
 - Most important thing is building relationships
 - Leadership
 - Gratitude
 - Curiosity
 - Ask questions
 - Legacy
- What is your vision for your program
 - People don't want to hear about your needs
 - Want to hear your story
 - Be able to explain your vision
 - What exactly are you going to do and why is it important
- Key is finding donors and communicating your vision/story
 - Make vision focused
 - How will this impact your program
 - Can't just be because everyone has it
- Talk about priorities not needs
- People give money to be loyal to you or because they are passionate about your vision
 - Build relationships early
 - Make not get donation for several years
- Basics of Fundraising
 - Need names/find people
- Find a donor pipeline
 - Alumni, season ticket holders, business owners, etc.
- Newsletter of alumni/season ticket holders, etc.
 - Make them feel part of the program
- People don't want to give just to keep the lights on