



Creating a Critical Fundraising Strategy for Collegiate Athletics in the NIL Age

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Agenda

INTRODUCTION
THE NIL ERA LANDSCAPE
THE CASE FOR INTEGRATION
IMPLEMENTATION FRAMEWORK
NIL-ERA SUCCESS STRATEGIES
CONCLUSION AND NEXT STEPS

VISIONARY

Introduction

WELCOME AND BRIEF INTRODUCTION

PURPOSE: INTEGRATING ATHLETICS FUNDRAISING INTO
INSTITUTION-WIDE ADVANCEMENT STRATEGIES

KEY PREMISE: "ATHLETICS IS NOT A SEPARATE
FUNDRAISING SILO BUT A STRATEGIC COMPONENT OF A
COLLEGE'S OVERALL ADVANCEMENT ECOSYSTEM"

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The NIL Era Landscape - Current State

ATHLETIC DONATIONS: \$2.7B ANNUALLY (18% OF TOTAL HIGHER EDUCATION GIVING)

NIL DEALS: \$1.14B IN 2023-2024 ACADEMIC YEAR

*SOURCES: CASE "VOLUNTARY SUPPORT OF EDUCATION SURVEY" 2024,
OPENDORSE NIL MARKET ANALYSIS, MARCH 2024*

The NIL Era Landscape - Key Challenges

43% OF TRADITIONAL ATHLETIC DONORS REDIRECTING PORTIONS TO
NIL COLLECTIVES

FRAGMENTATION OF GIVING STREAMS CREATING DONOR CONFUSION

73% OF ATHLETIC DEPARTMENTS REPORT INCREASED COMPLIANCE
COSTS RELATED TO NIL

SOURCES: LEAD1 ASSOCIATION SURVEY (DEC 2023), KNIGHT COMMISSION (2024)

The Case for Integration

Data-Driven Benefits

INTEGRATED PROGRAMS SEE 31% HIGHER LIFETIME DONOR VALUE

FIRST-TIME ATHLETIC DONORS 2.5X MORE LIKELY TO GIVE TO
ACADEMICS WHEN APPROACHED THROUGH INTEGRATED CAMPAIGNS

INSTITUTIONS WITH INTEGRATED FUNDRAISING SHOW 23% HIGHER
TOTAL GIVING

*SOURCES: MARTS & LUNDY (2024), BLACKBAUD INSTITUTE (2023),
EAB RESEARCH (2023)*

Strategic Advantage Avoiding Donor Fatigue

64% OF MAJOR DONORS REPORT RECEIVING MULTIPLE,
UNCOORDINATED SOLICITATIONS

COORDINATED OUTREACH CALENDARS SHOW:

29% REDUCTION IN COMPLAINTS

17% HIGHER RESPONSE RATES

SOURCES: DONOR VOICE (2024), CCS FUNDRAISING (2023)

Strategic Advantage Maximizing Limited Resources

INTEGRATED TEAMS OPERATE WITH 22% LOWER COST-PER-DOLLAR-
RAISED

CROSS-TRAINED GIFT OFFICERS SECURE 37% MORE GIFTS ANNUALLY

SOURCES: ADVANCEMENT RESOURCES (2024), EAB (2024)

Strategic Advantage Building Stronger Donor Relationships

MULTI-CHANNEL DONORS SHOW:

83% HIGHER RETENTION RATES

2.7X HIGHER LIFETIME VALUE

ATHLETIC EVENTS DRIVE 3.2X MORE FIRST-TIME ALUMNI ENGAGEMENT

SOURCES: DONORTRENDS (2024), ALUMNI ENGAGEMENT METRICS CONSORTIUM (2023)

Strategic Advantage Demonstrating Broader Institutional Value

AVERAGE D1 PROGRAM GENERATES \$13.8M IN ANNUAL
ADVERTISING EQUIVALENCY

SUCCESSFUL ATHLETIC PROGRAMS SEE 11-18% HIGHER APPLICATION
RATES

SOURCES: NAVIGATE RESEARCH (2024), JOURNAL OF SPORTS ECONOMICS (2024)

Implementation Framework Assessment

INTEGRATION READINESS ASSESSMENT OVERVIEW

ONLY 23% OF INSTITUTIONS SCORE ABOVE "INTEGRATION READY"
THRESHOLD

SOURCE: VISIONARY PHILANTHROPY (2024)

Implementation Framework

Quick Wins (First 90 Days)

JOINT COMMUNICATION CALENDAR IMPLEMENTATION

SHARED DATABASE ACCESS PROTOCOLS

WEEKLY ATHLETICS/ADVANCEMENT LEADERSHIP MEETINGS

83% OF SUCCESSFUL INTEGRATION EFFORTS BEGIN WITH
COMMUNICATIONS ALIGNMENT

SOURCE: EAB (2023)

Implementation Framework Medium-Term Strategies (3-9 months)

ALIGNED KPIs BETWEEN ATHLETICS AND INSTITUTIONAL ADVANCEMENT

CROSS-FUNCTIONAL DEVELOPMENT MEETINGS

SHARED STEWARDSHIP PROGRAMS

INSTITUTIONS USING SHARED KPIs SAW 37% HIGHER FUNDRAISING GOAL
ATTAINMENT

SOURCE: BLACKBAUD INSTITUTE (2024)

Implementation Framework

Organizational Models That Work

THE "HUB AND SPOKE" APPROACH (CENTRALIZED STRATEGY,
DISTRIBUTED EXECUTION)

DUAL-REPORTING DEVELOPMENT OFFICERS FOR ATHLETICS AND
ACADEMICS

CASE EXAMPLE: UNIVERSITY OF MICHIGAN'S INTEGRATED MODEL
RESULTING IN 28% GIVING INCREASE

SOURCE: CHRONICLE OF PHILANTHROPY (2024)

NIL-Era Success Strategies

Donor Education Framework

76% OF TRADITIONAL DONORS HAVE LIMITED UNDERSTANDING OF
NIL RULES

THREE-TIERED EDUCATION APPROACH WITH SAMPLE
COMMUNICATION TEMPLATES

INSTITUTIONS WITH FORMAL NIL EDUCATION SEE 62% HIGHER
DONOR SATISFACTION

SOURCES: ALSTON ALLIANCE (2024), NIL NETWORK (2024)

NIL-Era Success Strategies Compliant Support Structures

STATE-BY-STATE REGULATORY OVERVIEW (VISUAL COMPLIANCE MAP)

THREE PROVEN MODELS FOR INSTITUTIONAL NIL INVOLVEMENT

TRANSPARENCY INCREASES DONOR TRUST BY 43%

SOURCE: SPORTS BUSINESS JOURNAL (2024)

NIL-Era Success Strategies Leveraging Athletic Stories

APPEALS FEATURING STUDENT-ATHLETE STORIES GENERATE 37%
HIGHER RESPONSE RATES

UCLA'S "CHAMPIONS MADE HERE" APPROACH INCREASED NON-
ATHLETIC GIVING BY 28%

SOURCES: RNL ANALYSIS (2024), CASE (2023)

CONCLUSION IMPLEMENTATION ROI SUMMARY

INTEGRATED STRATEGIES DELIVER:

31% HIGHER TOTAL GIVING

47% BETTER DONOR RETENTION

23% LOWER COSTS

SOURCE: VISIONARY PHILANTHROPY (2024)

Next Steps

SCHEDULE A JOINT ATHLETICS/ADVANCEMENT LEADERSHIP MEETING

CONDUCT DONOR COMMUNICATION AUDIT ACROSS DEPARTMENTS

MAP ONE STUDENT-ATHLETE STORY TO BROADER INSTITUTIONAL
PRIORITIES

Q&A



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Q&A SESSION