

JAA 2016

MARQUETTE

A game plan to score big with your athletics fundraising results

Matt Altum, Georgetown University
Angela Bartosik, Marquette University

What we'll cover

- The role of annual giving in an athletics program
- Who you should solicit
- Best practices for mail, phone, email, social media solicitations
- Compelling messaging
- Stewardship

What role does annual giving play?

- Increasing the pipeline of athletics donors
- Retaining current donors

Who should you solicit?

- Past donors to athletics funds
- Former student-athletes
- Parents of current and former student-athletes
- Season ticket holders
- Single ticket buyers
- Everyone! Include an option in all fundraising materials

So what's the best way to solicit?

- Utilize all available channels throughout the year – mail, phone, email, social media, advertising



MEET ERIN HOLLAND

Erin is a junior from Cary, IL, studying marketing in the College of Business Administration. She is a member of the women's soccer team and achieved Big East All-Academic status the past two years.

"I am thankful for my Blue & Gold Fund scholarship," she says, "because it allows me to balance my academic workload with an intense soccer schedule and provides resources like tutoring in the Eagle's Nest. This ensures that I'm putting as much time and energy into my education as my athletic training."



**JOIN THE TEAM
THAT SUPPORTS THE TEAMS.**

MARQUETTE UNIVERSITY P.O. BOX 1881 MILWAUKEE, WISCONSIN 53201-1881

NON PROFIT ORG
U.S. POSTAGE
PAID
MILWAUKEE, WI
PERMIT NO. 828

John Q. Sample
123 Any Street
AnyCity, US 14374



Enjoy these removable stickers
to customize your technology.



Al McGuire Center
BIN 88388
Milwaukee, WI 53288-0388

Thank you for your support.



**JOIN THE TEAM
THAT SUPPORTS
THE TEAMS.**

**OUR GOAL IS TO BUILD A TEAM
OF 4,500 BLUE & GOLD FUND
DONORS BY JUNE 30.
WILL YOU JOIN THE TEAM?**



October 26, 2015

Mr. John Q. Sample
123 Any Street
AnyCity, US 14374-6789

Dear Mr. Sample,

Marquette student-athletes model excellence not only on fields, courts and tracks, but also in classrooms. They are among our best and brightest students, which means they are among the best and brightest in the country.

Of Marquette's 300 student-athletes in the 2014-15 academic year:

- 88 percent earned a GPA of at least 3.0.
- 17 earned a perfect 4.0 GPA, many of whom were repeat performers.
- 163 were selected to the 2014-15 Big East All-Academic Team.

We are doing all we can to attract and retain student-athletes of this caliber, but the cost of a college education can still prove too much for some. Often, scholarship support is the deciding factor.

Through the generosity of donors and their gifts to the Blue & Gold Athletic Scholarship Fund, Marquette had sufficient funding last year to award scholarships to 109 student-athletes in need of tuition relief. But we can do much more.

The NCAA allows Marquette to offer 136 full athletic scholarships, and with your help we can raise sufficient funds to allow us to provide all 136 scholarships.

We can't win with any one of us standing on the sideline - this takes a team effort. I hope you will join the team that supports the teams and make a gift to the Blue & Gold Fund. Every gift, regardless of size, helps increase the number of scholarships we can offer our student-athletes.

As a token of our appreciation, enclosed are Marquette decals. We hope you will display them with great pride.

Thank you for playing a part in the athletic, academic and personal victories of Marquette student-athletes.

Go Marquette!

Sincerely,

Joe Trus
Associate Athletic Director, Development

YES, I want to join the team that supports the teams!

TOTAL GIFT AMOUNT:
 \$50 \$75 \$100
 \$150 \$50 Other amount \$_____

Your gift supports the Blue & Gold Athletic Scholarship Fund (133).

Mr. John Q. Sample
123 Any Street
AnyCity, US 14374-6789

METHOD OF PAYMENT

CHECK

I have enclosed my check, payable to Marquette University.

CREDIT CARD

Please charge my gift to my:

MasterCard Visa Discover Card American Express

Card number _____ Exp. date _____

Signature _____

I would like to make my gift in installments of \$_____ to be paid:

Monthly Quarterly Annually Indefinitely

Beginning date: _____

PLEDGE

I would like to make my gift on a later date.

Send reminder: _____

16177 123456789

MARQUETTE UNIVERSITY P.O. BOX 1881 MILWAUKEE, WISCONSIN 53201-1881 800.344.7444

MEET ERIN HOLLAND

Erin is a junior from Cary, Ill., studying marketing in the College of Business Administration. She is a member of the women's soccer team and achieved Big East All-Academic status the past two years.

Erin strives to be a leader on and off the field. As a representative of the Big East Conference for the NCAA Division I Student-Athlete Advisory Committee, she provides insight to better the student-athlete experience. She hopes to one day work in sports administration and leadership.

"I am thankful for my Blue & Gold Fund scholarship," she says, "because it allows me to balance my academic workload with an intense soccer schedule and provides resources like tutoring in the Eagle's Nest. This ensures that I'm putting as much time and energy into my education as my athletic training."



Every gift to the Blue & Gold Athletic Scholarship Fund ensures that Marquette student-athletes like Erin have the support they need to be successful with their academic and athletic pursuits. Make a gift today!

JOIN THE TEAM THAT SUPPORTS THE TEAMS.

Make a gift to the Blue & Gold Fund by November 9 and we'll send you decals for your keyboard, phone and computer so you can show your pride for the blue and gold wherever you go.

**GO TO MUCONNECT.MARQUETTE.EDU/BLUEANDGOLD TO
MAKE YOUR GIFT AND GET YOUR MARQUETTE DECALS.**

Hurry! This offer ends November 9.



BE ONE WHO CAN SAY
I GIVE.

Marquette University
P.O. Box 1881 • Milwaukee, WI 53201-1881

NON-PROFIT ORG.
U.S. POSTAGE
PAID
MILWAUKEE, WI
PERMIT NO. 628

JAA 2016
MARQUETTE



BLUE & GOLD FUND



For more information about how scholarship aid changes lives, visit GiveMarquette.com.

Be another who can say **I GIVE.**



YES! /we will support the next generation of student-athletes.

Your gift will support the Blue & Gold Athletic Scholarship Fund (133) to help cover the tuition and academic costs associated with the education of Marquette student-athletes.

Advancing Marquette Athletics

Athletic scholarships are imperative to the success of Marquette's athletics program. Over the course of the last decade, the Blue & Gold Fund has provided more than \$20 million in scholarship support to Marquette student-athletes, and it continues to be one of our top priorities. Be a champion for Marquette student-athletes. Support the Blue & Gold Athletic Scholarship Fund today.

Three ways to make your gift today:

- Contact University Advancement at 800.344.7544.
- Give online at marquette.edu/giveonline.
- Send your gift to: Marquette University, BIN 88388, Milwaukee, WI 53288-0388

Matching gift program

If your employer offers a matching gift program, you can double the impact of your gift. To see if your employer participates in a matching gift program, visit marquette.edu/matchinggifts or contact your human resources office.



Home phone (____) _____ Call phone (____) _____ Email _____

Matching gift company (if applicable) _____

Gift enclosed: Please make your check payable to Marquette University.

Please charge my gift to my: MasterCard Visa Discover Card American Express

Card number _____ Expiration date _____

Signature _____

I would like to make my gift:

In installments of \$ _____ to be paid: Monthly Quarterly Annually Beginning date: _____

Indefinitely (provide signature to authorize): _____

On a later date (reminder to be sent): _____

Please contact me about estate planning/bequests.



Be another who can say **I GIVE.**



JAA 2016 MARQUETTE



December 4, 2015

Ms. Angela Bartosik
346 E Montana St
Milwaukee, WI 53207-2018

Dear Ms. Bartosik,

Thank you for your generous support of Marquette University. Your contributions to Marquette this fiscal year have played a critical role in the athletic, academic and personal victories of the university's student-athletes.

Today I'm writing to let you know that when you make an additional cash gift of \$280 this fiscal year, you will become a member of our President's Society for 2016. For young alumni who earn a Marquette undergraduate degree from 2002 to 2006, the President's Society recognizes generous benefactors who make cash gifts of \$1,000 or more to the university within a fiscal year (July 1–June 30).

As a President's Society member, you will enjoy special access to university events, news and updates and inclusion in the published President's Society Honor Roll in the 2016 fall issue of *Marquette Magazine*.

Your gift to the Blue & Gold Athletic Scholarship Fund, in particular, will help us attract and retain student-athletes of the highest caliber. They are among our best and brightest students. Of Marquette's 300 student-athletes in the 2014-15 academic year:

- 68 percent earned a GPA of at least 3.0.
- 17 earned a perfect 4.0 GPA, many of whom were repeat performers.
- 183 were selected to the 2014-15 Big East All-Academic Team.

Thank you again for all you do for Marquette. I look forward to including you among our President's Society members for 2016.

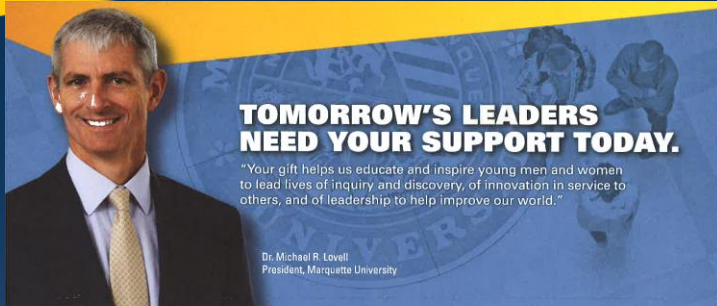
Go Marquette!

Joe True
Associate Athletics Director, Development

P.S. What a great opportunity - just an additional \$280 to reach President's Society membership for 2016! I hope, soon, to count you among our President's Society members. GO MARQUETTE!



AL HIGLIUM CENTER
770 NORTH 12TH STREET
MILWAUKEE, WI 53233
414-228-6303
GO.MARQUETTE.COM



TOMORROW'S LEADERS NEED YOUR SUPPORT TODAY.

"Your gift helps us educate and inspire young men and women to lead lives of inquiry and discovery, of innovation in service to others, and of leadership to help improve our world."

Dr. Michael R. Lovell
President, Marquette University

YES! I WOULD WANT TO SUPPORT MARQUETTE STUDENTS.

Total gift amount: \$750 \$500 \$350 \$280 Other amount \$ _____

Your gift of \$280 or more, if payment is received by June 30, 2016, will qualify you for the 2016 President's Society.

You may designate to more than one fund (if you do so, please indicate amount designated):

Scholars Fund – Student Scholarships

- General (028) \$ _____
- Klingler College of Arts and Sciences (028) \$ _____
- College of Business Administration (0216) \$ _____
- Diederich College of Communication (0216) \$ _____
- College of Education (0216) \$ _____
- Opus College of Engineering (0216) \$ _____
- Graduate School (028) \$ _____
- College of Health Sciences (0216) \$ _____
- College of Nursing (0216) \$ _____

See fund descriptions
on reverse side.

- Blue & Gold Fund (028) – Student-athlete Scholarships \$ _____
- Law School's Greatest Priorities Fund (028) \$ _____
(Cumulative giving of \$2,000 to the Law School this fiscal year qualifies you for Law School Woodcock Society recognition.)
- School of Dentistry Dean's Fund (028) \$ _____
(Cumulative giving of \$1,000 this fiscal year qualifies you for School of Dentistry Dean's Guide recognition.)
- Marquette Fund (028) – Student Programs and Faculty Enhancement \$ _____
- Other _____ \$ _____

PRESIDENT'S SOCIETY MARQUETTE UNIVERSITY

Recent undergraduate alumni, like you, have the opportunity to achieve President's Society membership at levels much lower than the typical \$2,500 Brooks-level threshold.

Classes	Giving levels
2012 – 16	\$250+
2007 – 11	\$500+
2002 – 06	\$1,000+

Ms. Angela Bartosik
346 E Montana St
Milwaukee, WI 53207-2018

16143

Home phone (_____) _____ Cell phone (_____) _____ Email _____

Matching gift company (if applicable) _____

Gift enclosed: Please make your check payable to Marquette University.

Please charge my gift to my: MasterCard Visa Discover Card American Express

Card number _____ Expiration date _____

Signature _____

I have included Marquette in my estate plans and have not yet notified you.

I would like to make my gift:

In installments of \$ _____ to be paid: Monthly Quarterly Annually Beginning date: _____

Indefinitely (provide signature to authorize): _____

On a later date (reminder to be sent): _____



BE THE DIFFERENCE
I GIVE.

JAA 2016
MARQUETTE

Call them

- Pre- or post-mailing
- Utilize student-athletes

Online Solicitations

JOIN THE
HOLIDAY
BLITZ!



We're halfway through the Holiday Blitz and to-date have raised \$554,373 for the Blue & Gold Athletic Scholarship Fund – more than \$54,000 above our original goal – including a record \$500,000 via our annual Blue & Gold Fund Auction last weekend. Because of your generosity, we've been inspired to establish a new goal of \$600,000 by the end of the month and I know with the continued support we can make it a reality.

As a head coach, I am fortunate to work with student-athletes on a daily basis. Their dedication is inspiring, carrying not only the weight of being a full-time student but also the demands of competing at the highest level of college athletics. Gifts to the Blue & Gold Fund provide our student-athletes an opportunity to pursue comprehensive excellence.

▶ Give today

If you haven't contributed to the Holiday Blitz, please consider [making a gift to the Blue & Gold Fund](#) before December 31. The gift of a Marquette education this holiday season is one that will last a lifetime.

1

Thank you for supporting Marquette student-athletes and their academic and athletic pursuits.

We are Marquette!

Steve Wojciechowski
Head Coach, Men's Basketball

BLUE & GOLD
ATHLETIC
SCHOLARSHIP
FUND



Join the team that supports the teams

SPECIAL
OFFER FOR
BLUE & GOLD
FUND DONORS
See details below

Marquette junior Erin Holland gives 100 percent on the soccer field and in the classroom. She has a hectic schedule between practice, travel and matches with the Women's Soccer team, and classes and homework, yet she has maintained Big East All-Academic status for the past two years.

Erin credits her athletic scholarship for her success. She explains: "I am thankful for my Blue & Gold scholarship because it allows me to balance my academic workload with an intense soccer schedule and provides resources like tutoring in the Eagle's Nest to make sure I'm putting as much time and energy into my education as my athletic training."

Today, you have the opportunity to make an incredible impact on a student's life. When you [contribute to the Blue & Gold Athletic Scholarship Fund](#), you help provide scholarships for the 300 student-athletes who play for Marquette's 16 men's and women's varsity sports teams.

▶ Give today

Please invest in Marquette student-athletes today. Your commitment will give students like Erin access to the scholarship aid they need to make a Marquette education possible.

Enjoy these removable stickers
to customize your technology.



Make a gift to the Blue & Gold Fund by Monday, Nov. 16, and we'll send you decals for your keyboard, phone and laptop so you can show your pride for the blue and gold wherever you go.

WHERE THE HOYAS HUDDLE

States where Hoya Men's Soccer student-athletes will compete in 2014



2014 HOYA SOCCER TRAVEL FACTS

- Miles traveling: **4,902**
- Campuses visiting: **8**

Total Travel Cost Per Student-Athlete: \$4,907



Georgetown Men's Soccer
Community

Liked Follow Share

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Recent

- 2014
- 2013
- 2012
- 2011
- 2010

Timeline About Photos Likes Videos

PEOPLE >

1,226 likes

Invite your friends to like this Page

ABOUT >

Georgetown Men's Soccer Big East NCAA Division I
NCAA Tournament Appearances: 1994, 1997,
2010, 2012 College Cup Finalist Big East
Tournament Appearances...

READ MORE

<http://www.guhoayas.com/>

Suggest Edits

PHOTOS >



VIDEOS >

Post Photo / Video

Write something on this Page...



Georgetown Men's Soccer shared Hoyas Unlimited's photo.
Yesterday

Did you know? The Georgetown Men's Soccer team will play 9 regular season games away from the Hilltop this season. This already includes a draw against #1 Notre Dame and a win against #2 Creighton on Saturday!

Your support of Hoya Men's Soccer directly provides for current-use needs, including the travel costs of \$4,907 per soccer student-athlete. To support Hoya Men's Soccer, please visit: <http://bit.ly/1p6tP1W>

WHERE THE HOYAS HUDDLE
States where Hoya Men's Soccer student-athletes will compete in 2014

2014 HOYA SOCCER TRAVEL FACTS

- Miles traveling: **4,902**
- Campuses visiting: **8**



Dear Matt,

Each year, the goals we have for our program remain the same: to win championships, while providing the best student-athlete experience possible. Having the ability to schedule competitively is critical to meeting these goals.

This year, we have played/will play 33 regular season games away from Shirley Povich Field. This includes four victories already secured at the Snowbird Baseball Classic in Florida, as well as series on the road against BIG EAST foes St. John's and Butler remaining.

Providing the necessary funds for travel make this priority a reality. **Your support of Hoya Baseball directly provides for our current-use needs, including the travel costs of \$4,565 per baseball student-athlete.** Please consider making a contribution at whatever level you are comfortable with to support those who wear the blue and gray.

Please consider supporting at one of the following levels:*

- [*\\$25 - Team Dinner for 1 Student-Athlete*](#)
- [*\\$100 - Hotel Room for 1 Night*](#)
- [*\\$500 - Roundtrip Flight for 1 Student-Athlete*](#)
- [*\\$1,000 - Travel Expenses for 1 Student-Athlete to Snowbird Baseball Classic*](#)
- [*\\$4,565 - Season Travel Expenses for 1 Student-Athlete*](#)

Every time we step on the field, I hope you are proud of the young men who represent the tradition of Georgetown Baseball. We hope to see you out at our remaining games this season!

Go Hoyas,

Pete Wilk
Head Coach, Georgetown Baseball



- Add to your athletics home page or relevant website
- No cost for most athletics websites
- Use in short windows for your important giving dates



[Make a Gift](#) | [Official Georgetown Gear](#) | [Enter GUHoyas.com](#) | [Permanently Bypass](#)



*Make your tax-deductible gift to
Georgetown Athletics by 12/31!*



December 31, 2015: 21 Donors - \$11,560



Make a Gift | Enter.GUHoyas.com | [Permanently Bypass](#)

THE POWER
of many

GEORGETOWN ATHLETICS
ANNUAL FUND GOAL

83%

GOAL BY JUNE 30: \$4.5 MILLION

FY16 Fiscal Year End: 22 Donors - \$16,116



Social Media Advertising

The Annual Fund for Georgetown Athletics



- **Why use social media?**
 - Expand your email reach
 - Build awareness
 - Reach prospective donors not in your base
 - Free



- **Social Media Limitations:**
 - Your time
 - Partnerships
 - Varying size/effectiveness of audiences



- **Paid Social Media**
 - Cost-efficient
 - You pick your audience
 - Simple graphics
 - Facebook integrated with Instagram



Letterwinners Challenge

- 96 Donors
- \$20,860


Georgetown Sailing
Published by Matt Altum [?] · February 12 · Washington · 🌐

Named College Sailor of the Year in 2006 (among his many accolades & accomplishments), Andrew's legacy on the Hilltop inspires Hoyas to carry on the elite status of Georgetown Sailing!

Support today's Hoyas and help sailing win up to \$50k in the Letterwinners Challenge: <http://bit.ly/GTownLW16> #AsOne

"My wife Jacqueline (F'06) and I are so excited and proud to see our current Hoya sailors chase the same dreams that we did. To see that legacy of excellence continue at the very highest level inspires us to be better people and continue to pursue our goals, from raising our children to winning the America's Cup."


Andrew Campbell (F'06)
Sailing







Letterwinners Challenge

- 96 Donors
- \$20,860

 **Georgetown Women's Rowing**
February 3 · 🌐

The 2016 Georgetown Letterwinners Challenge is underway! Rowing alumnae: YOU can help women's rowing win up to \$50,000 by making a gift through Feb. 17 (more info: WeAreGeorgetown.com/letterwinners).
Make a gift: <http://bit.ly/GTownLW16>




**LETTERWINNERS
CHALLENGE**

👍 Like 💬 Comment ➦ Share

👍 23 Top Comments ▾



FY16 Fiscal Year End

- 84 Donors
- \$12,731

Georgetown Athletics
Published by Matt Altum [?] · June 29 at 10:20am · 🌐

Hoyas: We need you to join the #PowerofMany! Make your gift to Georgetown Athletics by TOMORROW, June 30 to help us reach our goal: bit.ly/powerofmany22

THE POWER of many

GEORGETOWN ATHLETICS ANNUAL FUND GOAL

86%

GOAL BY THURSDAY, JUNE 30: \$4.5 MILLION

39,548 people reached Boost Post

👍 Like 💬 Comment ➦ Share

👤 Isabel M Castellanos, Peter Varteressian and 364 others Top Comments ▾

20 shares

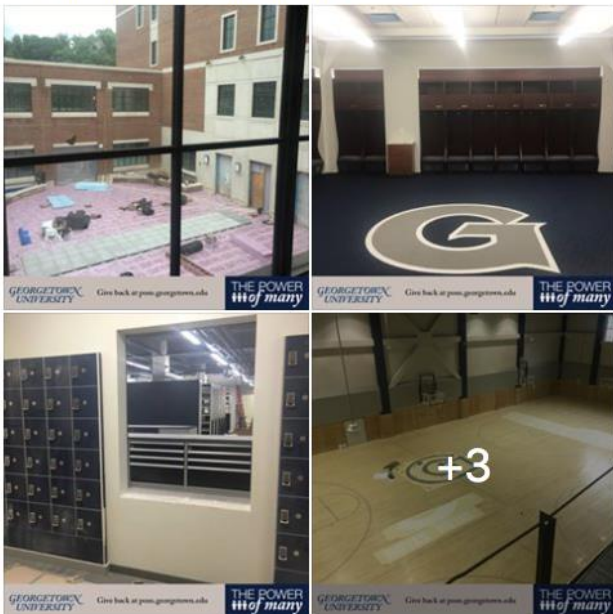


Georgetown Athletics added 6 new photos.

Published by Matt Altum [?] · June 27 at 5:01pm · 🌐

Get a look inside the Thompson Center as the final months of construction are upon us! Built from philanthropic support, the facility will impact all of our 750 student-athletes!

Join the #PowerofMany and support your favorite Hoya team by this Thursday, June 30: bit.ly/powerofmany22



6,884 people reached

Boost Post

Like Comment Share

Pietro Scaglione, Alessandro Scaglione and 234 others

Top Comments

11 shares



Georgetown Athletics

Published by Matt Altum [?] · June 25 at 1:00pm · 🌐

One of the sailing program's many successful alumni, Charlie Buckingham (C'11) will be representing #TeamUSA at the Olympics in Rio!

Our 29 athletic programs are built by standing on the shoulders of the #PowerofMany! Make your gift by 6/30: bit.ly/powerofmany22



8,694 people reached

Boost Post

Like Comment Share

Lindsay Gallagher, Kathleen Rush and 274 others

Top Comments

15 shares



Georgetown Football

Published by Matt Altum [?] · June 29 at 1:37pm · 🌐

Hoyas: We need you! Join the #PowerOfMany by THURSDAY, June 30 to help us reach our goal: bit.ly/powerofmany22

A gift of any amount makes a difference! #HoyaSaxa #ThankYou



2,240 people reached

Boost Post

Like Comment Share

Paul Murdock, Matthew Rodriguez and 69 others

3 shares



Georgetown Athletics

Published by Matt Altum [?] · June 15 at 8:20am · 🌐

The Georgetown Men's Rowing program won its fifth IRA National Championship in 2016! The years may have changed, but the hard work has not - with support from the #PowerofMany! bit.ly/powerofmany22



3,182 people reached

Boost Post

Like Comment Share

Mary Thompson-Hott, Roberto Diaz Campos and 149 others Top Comments

Advertising Opportunities

DONATE TODAY AT  **BLUEANDGOLDFUND.COM**

SUPPORT THE TEAM  THAT SUPPORTS THE TEAMS.

Marquette can't run the give and go without the **GIVE**.


Please support the Blue & Gold Scholarship Fund.

Marquette University's student athletes consistently strive to do their best in competition, the classroom and the community. Marquette's student athletes are able to attend Marquette only because of the support provided by scholarship aid. This can be the difference for a student athlete by supporting our Blue & Gold Fund. To donate or learn more, visit GiveMarquette.com.

Show your Marquette University sports knowledge

- 1) When did Marquette make its first trip to the NCAA Final Four?
- 2) How many Marquette basketball jersey numbers are retired?
- 3) Marquette has made how many NCAA basketball tournament appearances?
- 4) What was the largest attendance of a men's basketball home game?
- 5) What Marquette student couldn't play on the soccer team because he had already made the Olympic team?
- 6) What was the first year that football was played at Marquette?
- 7) Who holds the all-time scoring title for Marquette men's basketball?
- 8) Who holds the all-time scoring title for Marquette women's basketball?
- 9) How many Marquette players have been NBA draft picks?
- 10) Who is the only Marquette basketball player named college player of the year?
- 11) What was the first sport at Marquette?
- 12) Who was the first female inducted into the M Club Hall of Fame?

Scan here for more details or visit GiveMarquette.com

WE GIVE 100% in competition and in the classroom.

Please help support the Blue & Gold Athletic Scholarship Fund.

Marquette University's student athletes consistently strive to do their best in competition, the classroom and the community. Many of our student athletes are able to attend Marquette only because of the support provided by scholarship aid. You can be the difference for a student athlete by supporting the Blue & Gold Fund. To donate or learn more, visit blueandgoldfund.com.

Samuel Wilcox
Cover 15

Brittany Greenwood
Nurse '16



THE FIGHTING IRISH WILL NEED MORE THAN LUCK TODAY.



SUPPORT THE BLUE & GOLD FUND. GIVEMARQUETTE.COM

MARQUETTE CAN'T RUN THE GIVE AND GO WITHOUT THE GIVE.



SUPPORT THE BLUE & GOLD FUND. GIVEMARQUETTE.COM

THANK YOU VERY MUCH FOR YOUR SUPPORT.



SUPPORT THE BLUE & GOLD FUND. GIVEMARQUETTE.COM

DESTROYA THE HOYAS.



SUPPORT THE BLUE & GOLD FUND. GIVEMARQUETTE.COM

JAA 2016
MARQUETTE

Messaging

- Student message is often better than administrative voice
- Aside from athletic success, describe how students will develop in the classroom, etc.

Have fun with it!

- Holiday Blitz and auction
- 100 Club
- Socks
- Tech stickers





110% for Georgetown

The Annual Fund for Georgetown Athletics



The Annual Fund for Georgetown Athletics

- Athletics Annual Fund support helps to fund the athletic department's operating budget, as these dollars are used for travel, equipment, recruiting, scholarships, salaries and other operational costs for all 29 varsity sports



- **Description:** In the classroom, the community and competition, Georgetown's 750 student-athletes always give 110%. Will you join them?
- **Goal:** The goal of this initiative is to increase gift amounts (donor upgrades) and encourage new and re-activated donor participation, thereby increasing the total number of donors and dollars to the Athletics Annual Fund. In addition, another goal of this initiative is to encourage athletics donors who give for ticket-related purposes to make a philanthropic gift above the amount required for the ticket benefits they seek.



110% for Georgetown

HOW TO PARTICIPATE WHEN MAKING YOUR GIFT:

2015 Athletics Donors

Fiscal Year 2015: 7/1/14 - 6/30/15



Make a gift of 110% or more of your 2015 fiscal year gift (your 2015 fiscal year gift + 10% or more)!

New Athletics Donors

First-time contributors or previous gift was on or before 6/30/14



Make a gift of \$110 or more!*

2015-16 Men's Basketball Season Ticket Holders



Make a gift of 110% or more of your 2015-16 season ticket contribution!**

**Or 2015-16 season ticket contribution if larger*

***Or 2015 fiscal year gift if larger*



110% for Georgetown

The Annual Fund for Georgetown Athletics

110% for GEORGETOWN.

Whether in competition, the classroom or the community,
Georgetown's 750 student-athletes always give 110%.



Will you join them?

110% for Georgetown is a new initiative that offers YOU
the chance to give 110%, just as our student-athletes do.

Supporters of The Annual Fund for Georgetown Athletics help the university to build successful individuals, teams and programs. Your commitment to athletics at Georgetown is imperative, as the cost of the student-athlete experience (including scholarships, team travel and equipment) continues to rise.

Participating in 110% for Georgetown is simple and rewarding!



110% for Georgetown

- **FY15:** Athletics Annual Fund donors who give 110% or more in FY15 will have a chance to win one of four exclusive Georgetown Athletics experiences
- **FY16:**

THANK YOU FOR **STICKING WITH OUR 750 STUDENT-ATHLETES BY GIVING **110% FOR GEORGETOWN!****

As a token of our appreciation, please enjoy these Georgetown Athletics tech tags. These removable stickers are perfectly sized for your keyboard, mobile and computing devices!

I GIVE 110%

HOYA SAXA

110% for GEORGETOWN

GEORGETOWN

WE ARE GEORGETOWN

CUSTOMIZE YOUR TECHNOLOGY: SMARTPHONE TABLET IPOD COMPUTER

IN THE CLASSROOM



“My studies have always been important to me, and I feel extremely lucky to be at Georgetown, where there are such incredible academic opportunities. I hope to make use of all the knowledge and skills I've gained here after college in journalism or another field that combines analytics and writing.”

Andrea KEKLAK - C'15
Track & Field/Cross Country

Andrea Keklak is a senior middle distance runner on the Georgetown track & field and cross country teams. Andrea had a breakout campaign during the 2014 indoor season, earning her first of two All-America accolades thus far. The All-American also maintained a 3.82 GPA as a sociology major in the College and earned Academic All-America accolades following the 2013-14 year.

110% for GEORGETOWN.

Whether in competition, the classroom or the community, Georgetown's 750 student-athletes always give 110%.

Will you join them?

110% FOR GEORGETOWN is an initiative that offers **YOU** the chance to give 110%, just as our student-athletes do.

Supporters of The Annual Fund for Georgetown Athletics help the university to build successful individuals, teams and programs. With your participation in **110% FOR GEORGETOWN**, you are assisting in providing Georgetown's 29 varsity teams the additional resources needed to invest in the student-athlete experience.

Your commitment to Georgetown Athletics is imperative and with your annual support, we can elevate our position among our peers and improve the student-athlete experience.

Together, We Are Georgetown!

FINANCIAL INVESTMENT PER STUDENT-ATHLETE



HOW TO PARTICIPATE IN 110% FOR GEORGETOWN:

2014 ATHLETICS DONORS

Fiscal Year 2014: 7/1/13-6/30/14

» Make a gift of 110% or more of your 2014 fiscal year gift

NEW ATHLETICS DONORS

First-time contributors or previous gift was on or before 6/30/13

» Make a gift of \$110 or more!

110% FOR GEORGETOWN participants will have a chance to win exclusive Georgetown Athletics experiences. For more information, visit: WeAreGeorgetown.com/110

IN COMPETITION



“My teammates and I give 110 percent all of the time. We know that we need to be there for each other and give it everything we can in order to reach our goals. Whether it's in the classroom or when I'm at practice and shooting 200 free throws, I know we're giving everything we can to win the BIG EAST.”

D'Vauntes SMITH-RIVERA - C'16
Men's Basketball

Junior guard D'Vauntes Smith-Rivera, a two-time All-BIG EAST selection, enters the 2014-15 season as the BIG EAST Preseason Player of the Year, the sixth Georgetown player to earn that honor. Last year, D'Vauntes led the team in scoring with 17.6 points per game, which ranked third in the BIG EAST Conference. He led the BIG EAST in free throw percentage (87.3%) and connected on 39.3% of his three-point field goals.



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110% for GEORGETOWN

WeAreGeorgetown.com/110

Georgetown's 750 student-athletes give 110% in the classroom, competition and the community. **Will you join them?** Donors who give 110% or more of their 2015 fiscal year contribution will receive a thank you gift from Georgetown Athletics! For your 110% contribution amount, see below.

YES! I would like to participate in 110% for Georgetown!

I would like to support Georgetown's Student-Athletes with:

My one-time gift of: \$ _____

My recurring gift* of: \$ _____

*Please note: this option is an automatic payment on your credit card.
To participate, you must provide your credit information on the reverse of this form.

RECURRING GIFT FREQUENCY

Monthly Quarterly Annually

Number of Payments: _____

Total: \$ _____

Please see reverse side for payment information

Your contribution in the 2015 fiscal year:
(July 1, 2014 - June 30, 2015)

Your 110% for Georgetown contribution:

2162365700107141000000003690



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110% for GEORGETOWN

WeAreGeorgetown.com/110

Georgetown's 750 student-athletes give 110% in the classroom, competition and the community. **Will you join them?** New donors (first-time contributors or those whose most recent gift was on or before 6/30/14) who give \$110 or more will receive a thank you gift from Georgetown Athletics!

YES! I would like to participate in 110% for Georgetown!

I would like to support Georgetown's Student-Athletes with:

My one-time gift of: \$ _____

My recurring gift* of: \$ _____

*Please note: this option is an automatic payment on your credit card.
To participate, you must provide your credit information on the reverse of this form.

RECURRING GIFT FREQUENCY

Monthly Quarterly Annually

Number of Payments: _____

Total: \$ _____

Please see reverse side for payment information

Your 110% for Georgetown contribution:

2162365700107141000000003690



Georgetown Soccer Family,

We have just returned from Omaha, NE after a very hard fought 1-0 win over Creighton. Morrison Stadium is one of the crown jewel facilities in college soccer, and the energy from the 3,000 in attendance was driving Creighton forward all night long. It was an incredibly even affair with very little being given up by either side. Creighton is talented, organized, athletic and tough, and I was proud of our boys' ability to match that challenge throughout the evening.

The winning goal came with just seventeen minutes remaining with a sequence started by BIG EAST Defender of the Week, Joshua Yaro. Yaro played a precise entry ball up to sophomore Alex Muyl. Muyl played a creative ball over the top of the Blue Jays defense to senior Austin Martz, who played a long switching ball that found the foot of BIG EAST Rookie of the Week, Arun Basuljevic. Arun made no mistake with his opportunity, and that was the strike that handed the #2 ranked Creighton their second loss of the season. Highlights from the game can be [found here](#).



The final three BIG EAST games loom with Xavier, currently sitting in first place in the league, on deck to come to the Hilltop.

The Week Behind: at Creighton, 1-0 win

The Week Ahead: Wednesday, October 29 vs. Xavier - 2:00 p.m. (Shaw Field)
Saturday, November 1 vs. St. John's - 1:00 p.m. (Shaw Field)

I'll let you know how things go against Maryland, and, in the meantime, Go Hoyas!



Brian Wiese
Head Coach, Men's Soccer



Your 110% for Georgetown contribution: \$110.00 or more!

Your contribution in the 2014 fiscal year: \$100.00

(July 1, 2013 - June 30, 2014)

110%
for **GEORGETOWN.**

LEARN MORE >>



Whether in competition, the classroom or the community,
Georgetown's 750 student-athletes always give 110%.

Will you join them?



Telling the Story



110%
for GEORGETOWN



110%
for GEORGETOWN

LEARN MORE >>

Whether in competition, the classroom or the community, Georgetown's 750 student-athletes always give 110%.

Will you join them?



GEORGETOWN
LACROSSE

DATE

1
NCAA Tournament
Final Four Appearance

9
NCAA Tournament
Quarterfinal Appearances

11
NCAA Tournament
Appearances

48
BIG EAST Academic
All-Stars since 2011

68
All-Americans

ADDRESS1
ADDRESS2
ADDRESS3
CSZ

Dear <Salutation>.

As a head coach, I am proud of the opportunity I have to lead 36 Hoya student-athletes in their passion for lacrosse and am continually inspired by their strength, talent and resolve as they represent Georgetown. As a previous supporter of Georgetown Men's Lacrosse, you play a critical role in providing these student-athletes with the opportunities they deserve to achieve their goals.

Your Athletics Annual Fund gift provides:

- **Scholarship support** that gives student-athletes the opportunity to attend Georgetown University
- **Travel support** that provides our program the ability to schedule nationally and competitively
- **Equipment and technology** that enhances practice and game conditions for our student-athletes
- **Support for other operating costs** including staff salaries and funds for recruiting future Hoyas

This fiscal year (July 1, 2013-June 30, 2014), our fundraising goal is \$200,000 and we are 72% of the way there!

One of the most powerful and immediate ways you can help student-athletes is by giving to the Annual Fund. Please consider renewing your support of Georgetown Men's Lacrosse by returning the enclosed card or visiting WeAreGeorgetown.com/giving by June 30.

Hoya Saxa.

Kevin Warne
Head Coach, Men's Lacrosse



Tyler Knarr
C'13, MA'17
Eagleville, PA

P.S. Making a recurring gift is easy! Simply visit WeAreGeorgetown.com/giving and select "Recurring" in the first drop-down menu. By locking in your gift monthly or annually, you will secure your athletics benefits each year. Recurring giving is not only convenient, but also works on your timeline and budget!



Your Commitment To A Hoya

Ahmed Bile C'16
Annandale, VA



- 2014 Second Team Indoor All-American
- 2014 BIG EAST 800m Indoor Champion
- 2014 BIG EAST 4x800m Relay Indoor Champion

The Annual Fund for Georgetown Athletics

https://docs.google.com/forms/d/1-aFa3zyGRq2QsoCdkZseTwaFqNM8AMG2iwYrjQs-RQ/viewform

Georgetown Apps FA+ Photos MailChimp GU Visual Identity Netitor News Popular Georgetown Archives

The Annual Fund for Georgetown Athletics

Hoya Huddle Student-Athlete Profile


The Annual Fund for Georgetown Athletics consists of 5,000 donors who contribute to fund Georgetown Athletics' operating budget, including scholarships, team travel and equipment costs. Your profile will include the answers you give below and will be featured on the Annual Fund's blog (Hoya Huddle) located on WeAreGeorgetown.com. Completing this form will take about 10-15 minutes. Thank you for your time!

Your Name:

Major at Georgetown:

Your sport:

Your class year at Georgetown:

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Hoya Huddle Student-Athlete Profile (Responses) ☆											
File Edit View Insert Format Data Tools Form Help All changes saved in Drive											
fx Timestamp											
	A	B	C	D	E	F	G	H	I	J	
	Timestamp	Your Name:	Major at Georgetown:	Your sport:	Your class year at Georgetown:	What is your most memorable moment in your playing career at Georgetown?	Who is your all-time favorite Hoya student-athlete and why?	What is your favorite experience/interact with a Georgetown fan/alum away from Washington, DC?	What is a game day routine or tradition you have for home or away games?	What does "Together, We Are Georgetown" mean to you?	What do you choose to do?
1											
2	9/4/2014 8:48:29	Daphne Corboz	Biology	Soccer	2015	My most memorable moment in my playing career at Georgetown is the 2012 BIG EAST Championships. We had lost the previous year in the semifinals. This time, we scored at the very end of the game to tie it and we won in penalty kicks. Playing in a BIG EAST Final for the first time was a big step for our program. Unfortunately, we lost in the final at the last minute but I still have very fond memories of that 2012 season.				I chose Georgetown because of excellent soccer	
3	9/16/2014 13:07:02	Mike Roland	Management/Market	Football	Senior	My most memorable moment was when we played Holy Cross during my freshman year. It started snowing and after half-time the whole field was covered in snow. I'm from Miami, so I've never played in snow but the game was really fun. We ended up winning, which made the game so much better.			I just like to relax and try to enjoy the experience.	I chose Georgetown because of opportunity. Georgetown would offer a great experience. Also, the true connection made by coaches.	



CATEGORIES

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- Basketball – Women's (6)
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- Coaches' Update (119)
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- November 2015

In the Huddle with Joshua Yaro

01/11/16



Expected to be a top pick in the MLS SuperDraft, Joshua Yaro has made his mark as one of the all-time greats in program history. In 2015, Yaro, an NSCAA Second Team All-America honoree, was named the unanimous BIG EAST Defensive Player of the Year and unanimous First Team All-BIG EAST for the second-consecutive year. Off the field, he was named NSCAA First Team Scholar All-America, CoSIDA Academic All-District and was a two-time BIG EAST All-Academic honoree. Joshua recently signed a Major League Soccer (MLS) Generation adidas contract, which makes him the first Hoya to ever sign a Generation adidas contract. Let's go in the Huddle with Joshua Yaro!

What are your career aspirations?

I would like to play professional soccer for a few years, go to graduate school and then serve in the Ghanaian foreign service as a diplomat. In an ideal world, this is how I would like my life after Georgetown to unfold.

What advice would you give to Georgetown student-athletes?

Do not be afraid to meet new people because it is easy to stay within your own friend group. However, there are so many interesting people of diverse backgrounds at Georgetown. Enjoy every little bit of your time in college!

What would you like to say to donors of Georgetown Athletics?

Thank you for your support, which brought me to Georgetown and has allowed me to have been a part in this soccer program. More importantly, it has allowed me to grow immensely academically, personally and athletically. Without your generous support, Georgetown Athletics would not be what it is today, so thank you!

Hoya Facts with Joshua Yaro

The teammate I admire most is: Cole Seiler because he's always got my back

My favorite TV show is: Entourage

My favorite holiday is: Christmas because it is a time for my family to come together

My favorite quote is: "Hard work beats talent when talent does not work hard."



Georgetown Men's Soccer

Published by Matt Altum [?] · January 12 · 🌐

Expected to be a top pick in Thursday's MLS #SuperDraft, Joshua Yaro has earned All-America status on the pitch and in the classroom and will go down as one of Georgetown Men's Soccer's all-time greats!

Go In the Huddle with Joshua: <http://bit.ly/GUJYaro>



1,670 people reached

Boost Post

👍 Like 💬 Comment ➦ Share



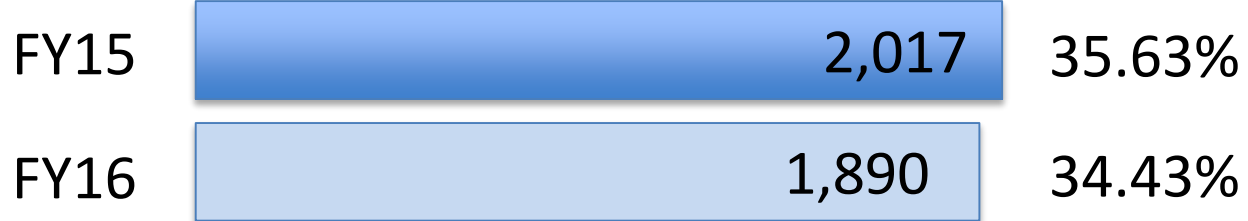
👤 Mary Lenore Keszler, Daniel Marshall and 40 others

Top Comments ▾



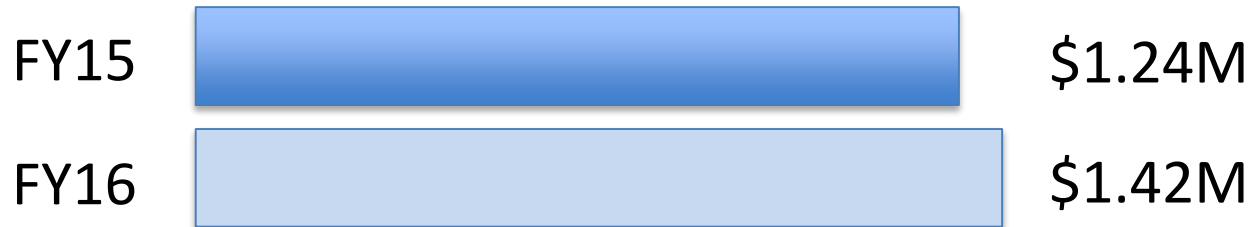
110% for Georgetown

Participation Results





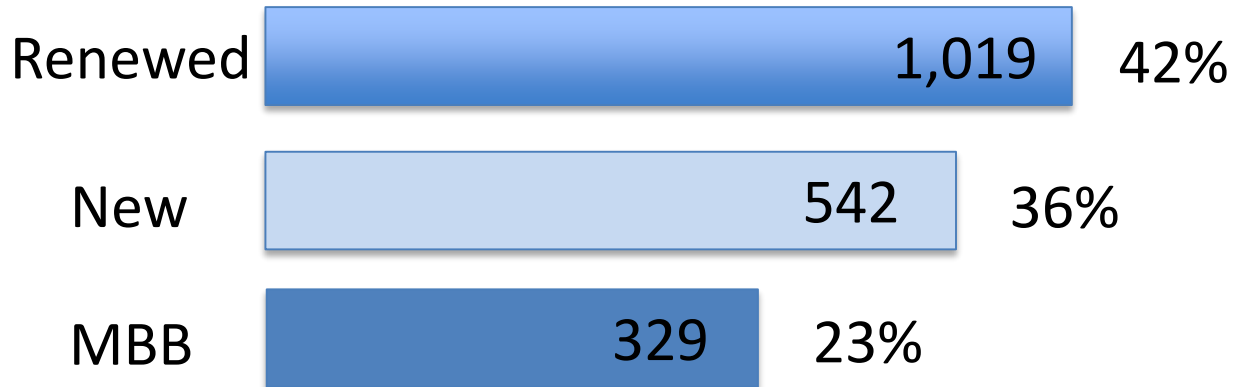
Net Increase in Giving





110% for Georgetown

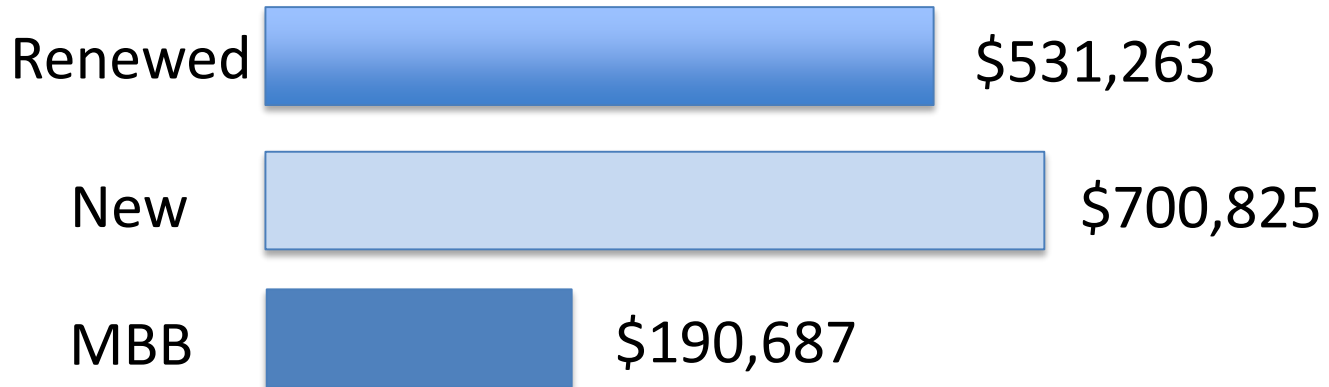
FY16 Donor Population Participation





110% for Georgetown

FY16 Dollar Increase by Donor Population



Keep 'em coming back

- Thank-you postcard and email
- Tiered benefit levels



The Blue & Gold Fund made history!

You and more than 4,600 donors did something remarkable this year. You invested in Marquette student-athletes through a donation to the Blue & Gold Athletic Scholarship Fund and helped raise almost **\$4.3 million**, a record, in scholarship support.

This marks the first time since its inception that the Blue & Gold Fund has raised more than \$4 million in scholarship support for Marquette student-athletes.

Thank you for *being the difference.*

The primary goal of the Blue & Gold Fund is to fully fund all athletic scholarships at Marquette University. Last fiscal year, the cost of student-athlete scholarships totaled \$5.6 million. To learn more about the Blue & Gold Fund and how you can help continue to make a difference in the lives of our student-athletes, visit BlueandGoldFund.com or call **414.288.3988**.

Marquette University
Blue & Gold Fund
770 N. 12th St.
Milwaukee, WI 53233



The Blue & Gold Fund made history... again!

You and more than 4,500 donors made a gift to the Blue & Gold Athletic Scholarship Fund this past year and provided a record-breaking **\$4.5 million** in scholarship support.

This is the second year in a row that the Blue & Gold Fund raised more than \$4 million in scholarship support for Marquette student-athletes.

Thank you for *being a champion for Marquette athletics.*

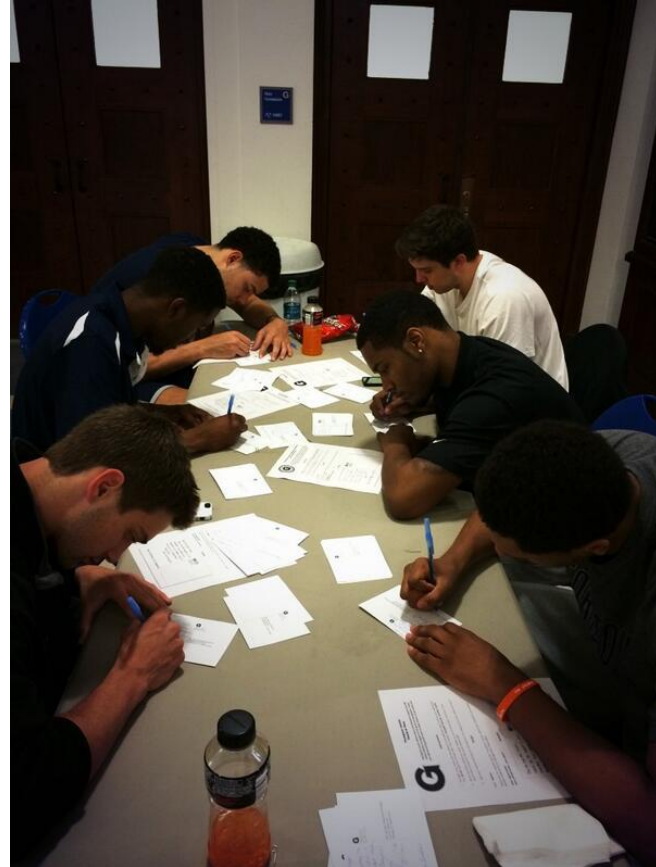
The primary goal of the Blue & Gold Fund is to fully fund all athletic scholarships at Marquette University. Last fiscal year, the cost of student-athlete scholarships totaled \$5.2 million. To learn more about the Blue & Gold Fund and how you can help continue to make a difference in the lives of our student-athletes, call **414.288.3988** or visit blueandgoldfund.com.

Marquette University
Blue & Gold Fund
770 N. 12th St.
Milwaukee, WI 53233

JAA 2016
MARQUETTE



Student-Athlete Thank-A-Thon



Questions?

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