



### **SMGT 4030: Sports Fundraising and Analytics:**

The course presents the significance of data analytics on sport fundraising. Course content also includes relationship cultivation and stewardship strategies and techniques within the sport industry and how to convert those into meaningful data. Students will learn tools on how to compute and analyze data related to sport fundraising and how it can be leveraged to impact decision-making. Students will be working with the “Raisers Edge” Software platform; the world’s #1 Fundraising and Donor Management Solution that is widely used in the Sport Industry and in other industries as well. Students will learn through hands-on activities/labs on how to:

- Navigate key information within the system about constituents within an athletic database.
- Cultivation “action steps” within the system so you have a complete picture of your constituent interaction in order to more effectively manage your donor relationship.
- Discover and manage major gifts from high net worth alumni or from former student-athletes within an athletic database.

This course will feature contributions from *Sport Industry practitioners* from:

- **The University of Cincinnati UCATS Athletic Development Department**
- **Duke University Iron Dukes Athletic Development Department**
- **The Louisiana State University- LSU Tiger Athletic Foundation**
- **The Ohio State University Athletic Development Department**
- **College of the Holy Cross Athletic Development Department**
- **St. Xavier High School Development Department**

Most importantly, once you learn the fundamentals of this platform, you will differentiate yourself and possess a skill-set that is highly valued among all three main NCAA divisions within Intercollegiate Athletics as well as among many interscholastic athletic departments nationwide.