



CaringCent's RallyGive Expands Leadership with Addition of College Athletics Veteran Mario Moccia

CaringCent, the creator of *RallyGive* - the leading in-season fundraising solution for college athletic departments - has announced the addition of longtime athletics administrator Mario Moccia as an industry consultant to its leadership team. With a 30-year track record of success in Division I athletics administration and development, Moccia brings deep expertise and credibility to support RallyGive's rapid adoption across the country.

RallyGive has emerged as the leading in-season donation platform for college athletic departments and is uniquely built for today's college sports landscape, where departments face increasing pressure to drive external revenue and engage previously untapped segments of fans and alumni. The platform enables athletic programs to seamlessly capture donations in real time - especially during high-energy game moments - delivering a modern, mobile-first experience that aligns with how today's fans connect.

"As an athletic director at institutions that consistently sought to expand resources, I've seen the impact RallyGive and the CaringCent team can have," said Moccia. "I had a first-hand experience collaborating with CaringCent and was impressed with their ability to integrate the platform to complement a school's existing fundraising efforts. Now, more than ever, my colleagues are searching for new donor activation strategies. We can't operate within the same limited donor pools - RallyGive offers a turnkey solution to reach new supporters with ease. It's not just a platform - it's a full-service approach with strategic guidance and digital support."

Moccia, who has 32 years of experience in Division I athletics, including 19 years as director of athletics at Southern Illinois and New Mexico State as well as eight years as Senior Associate AD for External Operations at the University of Missouri. He previously implemented RallyGive while serving as Director of Athletics at New Mexico State University, where the platform helped expand the donor base and annual giving from \$150,000 to \$1,000,000 as well as engaging fans in new and exciting ways.

"In today's fundraising environment, athletic departments face unprecedented pressure to identify new revenue streams and engage fans and alumni who haven't traditionally

contributed,” added Moccia. “I have worked in the Power 4, Group of 5 and FCS in my career and RallyGive offers a dynamic and meaningful way to meet those challenges at any level. This strategic addition signals RallyGive’s growing momentum, with several new athletic department partnerships set to be announced in the coming weeks.

RallyGive’s model leverages peak emotional moments—game days, buzzer-beaters, record-setting plays - to prompt timely giving. Its frictionless user experience removes barriers and makes contributing as easy as cheering from the stands.

Moccia will help guide departments nationwide in leveraging RallyGive to expand their donor base, engage fans and alumni, and generate sustainable new revenue that supports student-athletes year-round.

For more information about RallyGive and CaringCent’s full suite of giving solutions, visit www.caringcent.com Mario Moccia can be reached at Mario@caringcent.com.