



caringcent™

— College Athletics —

# Supporter Type

## Location

	Transactional	Philanthropic
In Market	<ul style="list-style-type: none"><li>· Giving for ticket/seating priority</li><li>· Variable based on team performance</li></ul> <p>✓ <i>Create durable new revenue that does NOT fluctuate with team success</i></p>	<ul style="list-style-type: none"><li>· Development staff meeting with high net-worth donors</li><li>· Large available low-to-mid level giving market to activate around department's success</li></ul> <p>✓ <i>Identify, engage and convert this segment to create recurring revenue</i></p>
Out Of Market	<ul style="list-style-type: none"><li>· Buying merchandise or attending local events</li><li>· Large available market to activate</li></ul> <p>✓ <i>Create turnkey revenue pipeline that leverages transactional giving</i></p>	<ul style="list-style-type: none"><li>· Development staff travels to meet with high net-worth donors</li><li>· Large available low-to-mid level giving market to activate around department's successes</li></ul> <p>✓ <i>Efficiently identify, engage and convert this large segment through technology to create recurring revenue</i></p>