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Fundraising for Sport and Athletics

Richard Leonard

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Today more than ever, fundraising is a crucial necessity for sport and athletics at all levels. Fundraising for Sport and Athletics presents a dynamic blend of fundraising theory and practice that will take the reader from the administrative aspects of conceptualizing, developing, and implementing athletic program fundraising to the actual operation of an assortment of straightforward and complex fundraisers. Written for administrators, coaches, and sport management students, this book will provide insights into how to evaluate a fundraising environment, assess the organization s capabilities, and plan successful public events.
Section I of the book details how to plan, design, and execute a fundraising program, including the assembly of a fundraising department, board of directors, and volunteer base.
Section II provides a wide-ranging look at the execution of specific fundraisers, such as golf tournaments, dream auctions, car washes, booster programs, and construction dedications. The section concludes with the step-by-step management and operation of summer instructional sports camp fundraisers.

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