

JAMES MADISON UNIVERSITY RECREATION

# SPORT CLUBS DEVELOPMENT GUIDE

HOW CAN SPORT CLUBS OBTAIN PRIVATE FUNDING?

## **WHO CAN I TALK TO AT UREC ABOUT DEVELOPMENT?**

Keala Mason, Coordinator of Sport Clubs and Youth Programs, masonka@jmu.edu, 540-568-8739

Kristin Gibson, Assistant Director of Marketing and Technology, gibsonkj@jmu.edu, 540-568-8709

## **WHAT IS DEVELOPMENT?**

Development is another word for soliciting money or resources from private sources, such as individuals or organizations. The James Madison University Foundation, Inc., is a 501(c)3 organization and since your club is a part of the university, your club may have an account to receive tax-deductible donations. Donors to your club not only support your endeavors, but they support this student-centered university that prepares students to become educated and enlightened citizens who lead meaningful and productive lives.

If your club is interesting in increasing your funding through this means, please first contact Keala Mason or Kristin Gibson.

## **THE DIFFERENCE BETWEEN DONORS AND SPONSORS**

It is important for clubs to recognize the difference between sponsorships and donations. Donations are tax-deductible (if processed through your club's JMU Foundation account), which can be very appealing to donors. However, you cannot provide anything to the donor in return, namely advertising. Once advertising occurs, it becomes a business transaction and the donor becomes a sponsor paying for you to promote their company. Sponsors usually cannot write this off in their taxes.

## **THE JMU DEVELOPMENT OFFICE & FOUNDATION**

Crucial to the success of your fundraising is collaboration with UREC and the JMU Development Office - the university's hub for fundraising. The Development Office seeks financial support through Annual Giving, Planned Giving and Major, Corporate and Foundation Giving. Their efforts focus on the university's needs and donor priorities and they manage all solicitation efforts across campus. Please visit <http://www.jmu.edu/development/> to learn more.

While the Development Office raises funds, the JMU Foundation manages the funds. The James Madison University Foundation, Inc., a 501(c)3 organization, was chartered in 1969 for the

purpose of raising, investing and administering private gift funds for the benefit of James Madison University .

The JMU Foundation  
James Madison University  
1320 S. Main Street, MSC 8501

**Sport Club members should not contact the Development Office or Foundation directly, rather, Keala Mason or Kristin Gibson at UREC. Kristin manages all of UREC's development efforts and helps streamline the requests and questions our clubs and employees have to those offices.**

## **FOUNDATION ACCOUNTS**

Many of our sport club teams have foundation accounts. These accounts can supplement the funding in your club's bank account. There are two main types of foundation accounts, endowment and expendable accounts.

### **Endowment Accounts**

Endowment accounts are restricted in use and are usually set up with intent to create a scholarship or permanent funding source in the future. Once endowments reach a certain amount, the money is invested through JMU's Foundation, and the interest yielded is what is spent every year for whatever purpose the fund is set up for. There are certain regulations with endowments, including what the initial donations to the account need to be, how many years you can solicit for the account, and usually have a minimum amount (\$25,000) that the fund must reach before interest can be withdrawn.

### **Expendable Accounts**

Expendable accounts are less regulated in fund use. There is access to utilize the monies in these accounts when any dollar amount is in it. The less money in the account, the less interest grows. These monies can be accessed annually.

If your club would like to open one of these accounts, send an email to Chris Jones ([jones4cr@jmu.edu](mailto:jones4cr@jmu.edu)) stating your intent and he will guide you through that process.

# HOW TO INCREASE DONATIONS TO YOUR ACCOUNT

First, contact Keala or Kristin at UREC if you are considering making solicitation efforts to ensure no duplication of efforts and to help make your efforts most successful.

## Have an Online Presence

Alert Kristin Gibson (gibsonkj@jmu.edu) if your club has a foundation account that is not currently listed on your UREC club webpage. It is important that we make it easy for donors to reach the JMU online donation page from here. If you have your own club website as well, consider adding some instructions like the following to the website:

Did you know that your donation can directly support Club \_\_\_\_ by designating your gift directly to the team? Visit <http://www.jmu.edu/give/>. Under "Gift Information" and under "My Gift Will Support" select "Other." Write in " \_\_\_\_\_ Fund # \_\_\_\_\_.

## Conduct a Letter Writing Campaign

Conduct a letter-writing campaign to friends, family and alumni of the program. The letter should be reviewed by Keala or Kristin and the JMU Development Office. Depending on the target audience, the Development Office may request a list of those you intend to send the letter to. See an example of a solicitation letter in the next section of this guide.

## Use Printed Donation Cards

Clubs can request specialized gift donation cards and return envelopes created by the JMU Development Office such as this:

[http://www.jmu.edu/give/pdf/JMU\\_Gift\\_Card.pdf](http://www.jmu.edu/give/pdf/JMU_Gift_Card.pdf)

The cost of printing must be covered by the sport club. For specific mailings or events, we can measure how successful these efforts have been using these cards. Alert Keala or Kristin if your club would like to do this.

## Seek Gifts In-Kind

Gifts-In-Kind typically involve tangible personal property, which may include such things as books, equipment, and inventory. JMU does not accept live animals. Please see the following link for the form you need to use to process gifts-in-kind:

[http://www.jmu.edu/foundation/wm\\_library/gifts-in-kind-agreement.doc](http://www.jmu.edu/foundation/wm_library/gifts-in-kind-agreement.doc)

Important Note: ***The JMU Foundation must approve the gift before your club can accept the donation on behalf of James Madison University.*** Chris Jones is the “JMU Administrator” on this form. Please allow time for processing.

## **Build Relationships with Club Alumni**

Successful fundraising goes hand in hand with building relationships with prospective donors. Keep your alumni in the loop through newsletters, Facebook updates, alumni events and emails. If there are ways to get your alumni involved, take advantage of that opportunity. Some sport clubs have alumni chapters (run by alumni) and these can be started by contacting the JMU Alumni Association:

<http://www.jmu.edu/alumni/>.

## **Provide Roster and Contact Information**

For the Development Office to be successful in the future, and to assist you in making your club fundraising efforts productive, it is incredibly important that they have up-to-date contact information for alumni and information about what alumni were involved with as a student at JMU. As a club, you can help this process by submitting current and historical roster lists to Kristin Gibson. Also, when you graduate, keep your information up-to-date and stay in touch with UREC!

## **SAMPLE SOLICITATION LETTER**

Dear Friends and Family,

As you know, I am a member of the James Madison University \_\_\_\_\_ Club. We currently have \_\_\_ members for which the club provides an opportunity to participate in \_\_\_\_\_. Our team competes in \_\_\_\_\_. At JMU, the \_\_\_\_\_ is a not a university-funded varsity sport. In order to support our activities, we seek financial assistance through various fundraising efforts, including \_\_\_\_\_. We are also looking to you, our friends and family, for your support.

Over the past few years, our club has (list accomplishments and changes here).

We are looking forward to another rewarding year, but we can't be successful without your support. We invite you to consider making a gift in support of the JMU \_\_\_\_\_ Club. We've enclosed a gift card and return envelope for your convenience.

Thank you for considering supporting us in the opportunity to grow in our passion for this sport. Our experiences gained through our time with this team continue to mold us. Here's to another great season!

Sincerely,

Name Here  
Club President

Name Here  
Fundraising Chair

P.S. Please feel free to visit our website \_\_\_\_\_ to view upcoming events and more information!

## **UTILIZING YOUR CLUB'S FUNDS**

The Sport Club Coordinator, Chris Jones, is the fund manager for club sport foundation accounts. Please contact him if you are interested in the balance of your account and if you would like to use funding from expendable accounts. Remember, the more money that you leave in the account, the more interest will grow, setting your club up for more financial stability in the future.

## **RECOGNIZING & THANKING DONORS**

Be mindful that those who donate to JMU through the JMU Foundation are recognized across the campus and in other ways by the university. Some of the best ways to thank donors include writing thank you letters, creating a generic banner at events that recognizes all donors regardless of level, and verbally acknowledging their support at events. If you are interested in writing thank you notes or letters, contact Keala or Kristin to begin that process.