



Women's Sports & Olympic Sports Revenue Activation

FREE ASSESSMENT

The Mid-Major Women's Sports & Olympic Sports Revenue Assessment

Your women's basketball program needs \$200K-\$500K annually to compete.

Your Olympic sports need \$50K-\$150K per sport.

How much of that is sitting untapped in your alumni networks?

Brian Rosario

Founder & CEO, BNR Advisory Group

Former D1 Women's Basketball Coach (20 years)

Campaign Strategist | Major Gift Fundraiser | Former WBCA Board

THE PROBLEM

3 Mistakes Athletic Departments Make With Women's Sports Revenue

THE STAKES

Women's basketball coaches at low-to-mid D1 programs estimate they need \$200K-\$300K annually to compete. High-major programs estimate \$500K+. Most programs aren't raising 20% of those numbers from sport-specific networks.

1

Asking Without Equipping

ADs set revenue targets and add fundraising to job descriptions. But without prospect lists, cultivation training, or weekly systems—coaches burn out in 30 days.

2

Wealth Screening Instead of Readiness Profiling

Traditional wealth screening finds who HAS money. Readiness profiling finds who is READY TO GIVE. Programs using wealth screening alone convert 15-20% of cultivation conversations. Programs using 4-dimension readiness profiling convert 50-70%.

3

Fundraising After the Season Ends

Donors give when they FEEL connected—during wins and big moments. Not three months later when emotion has cooled. By then, the opportunity has disappeared.

WHAT I'M HEARING FROM ATHLETIC DIRECTORS

Over the past 60 days, I've had discovery conversations with 15+ mid-major athletic directors. Here's what I keep hearing:

"We're asking our head coaches to fundraise a percentage of their budgets."

"Coaches aren't feeling an investment as to how to fundraise."

"Our development office is focused on delivering data for every sport. They're an office of three."

Every conversation validates the same gap: coaches need training and infrastructure.

SELF-ASSESSMENT

Olympic Sports Fundraising Readiness Scorecard

Rate your athletic department on each dimension (0 = Not at all | 5 = Fully implemented)

INFRASTRUCTURE

- Our coaches have prospect lists ranked by readiness (not just wealth)
- Our coaches have been trained on systematic cultivation frameworks
- We have a CRM system to track donor touchpoints and cultivation stage
- Our development office and coaches have clear role definitions

0	1	2	3	4	5
0	1	2	3	4	5
0	1	2	3	4	5
0	1	2	3	4	5

METHODOLOGY

- We profile donors by 4 dimensions (capacity, connection, life stage, readiness)
- We position coaches with alumni networks BEFORE season starts
- We cultivate donors DURING season when emotional connection peaks
- We have stewardship systems for first-time donors (turning one gift into two)

0	1	2	3	4	5
0	1	2	3	4	5
0	1	2	3	4	5
0	1	2	3	4	5

SUPPORT & EXECUTION

- We provide weekly check-ins with coaches who are fundraising
- We track cultivation progress systematically (not ad hoc)
- We have written playbooks coaches can reference during cultivation
- We celebrate wins and troubleshoot losses in real-time

0	1	2	3	4	5
0	1	2	3	4	5
0	1	2	3	4	5
0	1	2	3	4	5

YOUR TOTAL SCORE: _____ / 60

- 0-15:** You're asking coaches to fundraise without infrastructure
16-30: You have some systems but major gaps remain
31-45: You're on the right track but not yet systematic
46-60: You have a fully operational Olympic sports fundraising system

Most mid-major programs score 5-15. Programs scoring 45+ raise \$200K-\$500K annually.

THE FRAMEWORK

The 3-Step System That Closes the Gap

This is how programs go from raising \$30K to \$150K+ per sport. Not by working harder. By building infrastructure.



PROFILE

Find ready donors

Identify 20-50 prospects per sport ranked by 4-dimension readiness: capacity, emotional connection, life stage, cultivation readiness.

TRAIN

Equip coaches

Train coaches on systematic cultivation using recruiting skills they already have. 3-4 hours/week. Scripts, frameworks, weekly tracking.

3

SUPPORT

Close gifts

90-day hands-on support. Weekly check-ins. Troubleshoot objections. Build stewardship so first gifts become second gifts.

Three Ways to Get Started

Not every program needs the full system on day one. Start where you are. Scale when ready.

ENTRY POINT	PILOT	SCALE
Coach Training Train your coaches on systematic cultivation. Prove the methodology works.	One Sport System Profile one sport. Train coach. Build system. 90-day pilot with support.	Department-Wide Build infrastructure across multiple sports. Full profiling, training, support.

THE METHODOLOGY

Proven in Political Campaigns. Applied to Non-Profits. Adapted for Athletics.

THE ORIGIN: ROBIN WINSTON'S DONOR SEGMENTATION METHODOLOGY

Robin Winston is one of the nation's leading political campaign strategists and non-profit fundraising consultants. His donor profiling methodology has generated:

- **Presidential campaigns:** Identifying \$1,000+ donors from voter files
- **Gubernatorial races:** Profiling millions to find the top 2% ready to give
- **Non-profit campaigns:** Millions raised for education, healthcare, advocacy

The same methodology that identifies high-dollar political donors now identifies high-readiness athletic donors.

How Campaign Methodology Translates to Athletics

Political campaigns don't guess which donors will give. They profile millions of voters, segment by psychographics and demographics, and identify the 1-2% most likely to contribute. BNR Advisory applies this exact methodology to women's sports and Olympic sports alumni networks—profiling thousands of alumni to find the 20-50 prospects per sport who are genuinely ready to give.

The 4-Dimension Readiness Framework

CAPACITY	CONNECTION	LIFE STAGE	READINESS
Can they afford it? Home value, career success, wealth indicators	Do they care? Alumni of that sport, parent, community supporter	Is timing right? Ages 45-65, kids graduated, career stable	Are they engaged? Recent contact, event attendance, responsiveness

Why This Works

Wealth screening finds who CAN give. Readiness profiling finds who WILL give. Programs using wealth screening alone convert 15-20% of cultivation conversations. Programs using 4-dimension readiness profiling convert 50-70%. That's the difference between raising \$30K and raising \$150K from the same 100 prospects.

Ready to Close the Gap?

You've seen the problem. You've scored yourself. You've seen the framework.

Now let's talk about how this applies to YOUR program.

What We'll Cover in Your 20-Minute Discovery Call

- Review your scorecard results (where you are now)
- Identify your highest-readiness prospects (quick wins)
- Discuss which starting point makes sense for your department

No pitch. No obligation. Just a diagnostic conversation.

Book Your Free Discovery Call

■ **805-832-2382**

■ **Brian@BNRAdvisoryGroup.com**

www.BNRAdvisoryGroup.com