



Division III Athletics Fundraising Practices: Opinions of Athletics Directors

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Introduction

- Charitable giving is one of the fastest growing areas of athletic department revenue (Howard & Crompton, 1995; Sperber, 2000).
- Athletic departments face rapidly increasing expenses and the understanding of donor interests and attitudes is critical to successfully identify, cultivate, and solicit donors (Mahony et al., 2003).
- Researchers at the DIII level found a trend in an increasing number of institutions conducting athletic fundraising (Luy, 2006; Plinske, 1999).
- Plinske (1999) found the major barrier of an institution conducting athletic fundraising was apprehension to change on behalf of top administration, the type of school, and donor identification.
- Luy (2006) found a resistance to athletic fundraising at the DIII level that included topics of institutional philosophy, institutional policy, and the belief that fundraising is the responsibility of the development office.
- The fundraising program was on average located in the institution's development office and was the responsibility of the Vice President of Development, and/or AD (Luy, 2006).

Purpose

The purpose of the research study was to examine the current DIII fundraising practices and if differences existed between public and private institutions.

Methods

Participants

- 24 public and 43 private institution Athletics Directors (N = 67)

Measurements

- Athletics Directors were asked to report fundraising practices on the NCAA DIII athletic fundraising questionnaire

Procedures

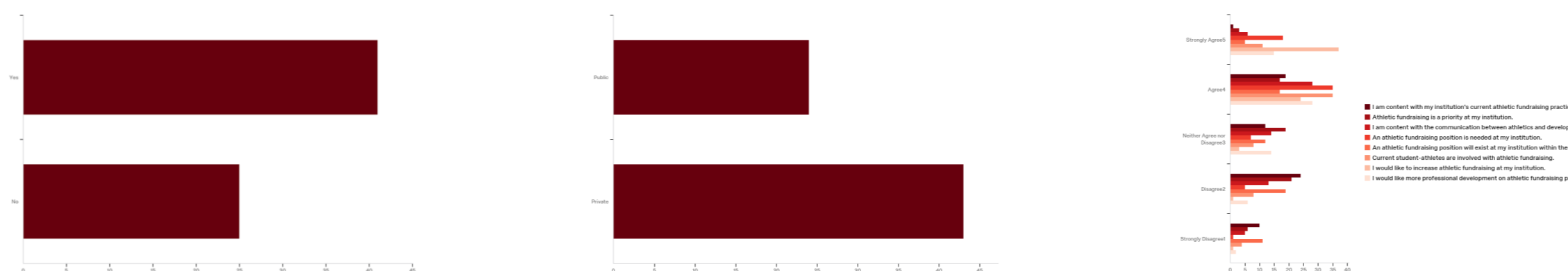
- Initial contact and permission was granted from IRB
- Qualtrics online survey was distributed to 222 Athletics Directors via email

Statistical Analysis

- Mann-Whitney U analysis was used for ordinal type data to determine if differences existed in public/private responses
- Independent groups t ratios was used for interval or ratio type data to determine if differences existed for public/private responses
- SPSS with an alpha level set at .05

Results

- There was no significant difference between Athletics Directors of public institutions and private institutions with contentedness of the current athletic fundraising practices ($p = .091$).
- There was no significant difference between Athletics Directors of public institutions and private institutions with responses athletic fundraising is a priority at the institution ($p = .533$).



Discussion & Conclusions

- Participants responded to be the main person responsible for athletics fundraising (n = 41).
- Athletics Directors responded to disagree (n = 24) with being content with the institution's current athletic fundraising practices.
- Athletics Directors disagreed that athletics fundraising was a priority at the institution (n = 24) and Athletics Directors neither agreed nor disagreed that athletics fundraising was a priority (n = 19).
- Athletics Directors agreed (n = 35) 52.34 percent and strongly agreed (n = 18) 26.87 percent to the need of having an athletic fundraising position at their institution.
- Plinske (1999) and Luy (2006) found a trend that an increasing number of Division III institutions were conducting athletic fundraising.
- The results of the present study contain practical information on athletics fundraising, where an open dialogue should be emphasized on further understand the practices

Future Research

- Future researchers may want to review different athletics fundraising practices across the levels of DI, DII, and DIII.
- Researches may want to examine the opinions of coaches and how coaches view their role in raising funds for their athletics program.
- Researchers may also want to consider surveying donors to understand their opinion on philanthropy and relationship with the institution.



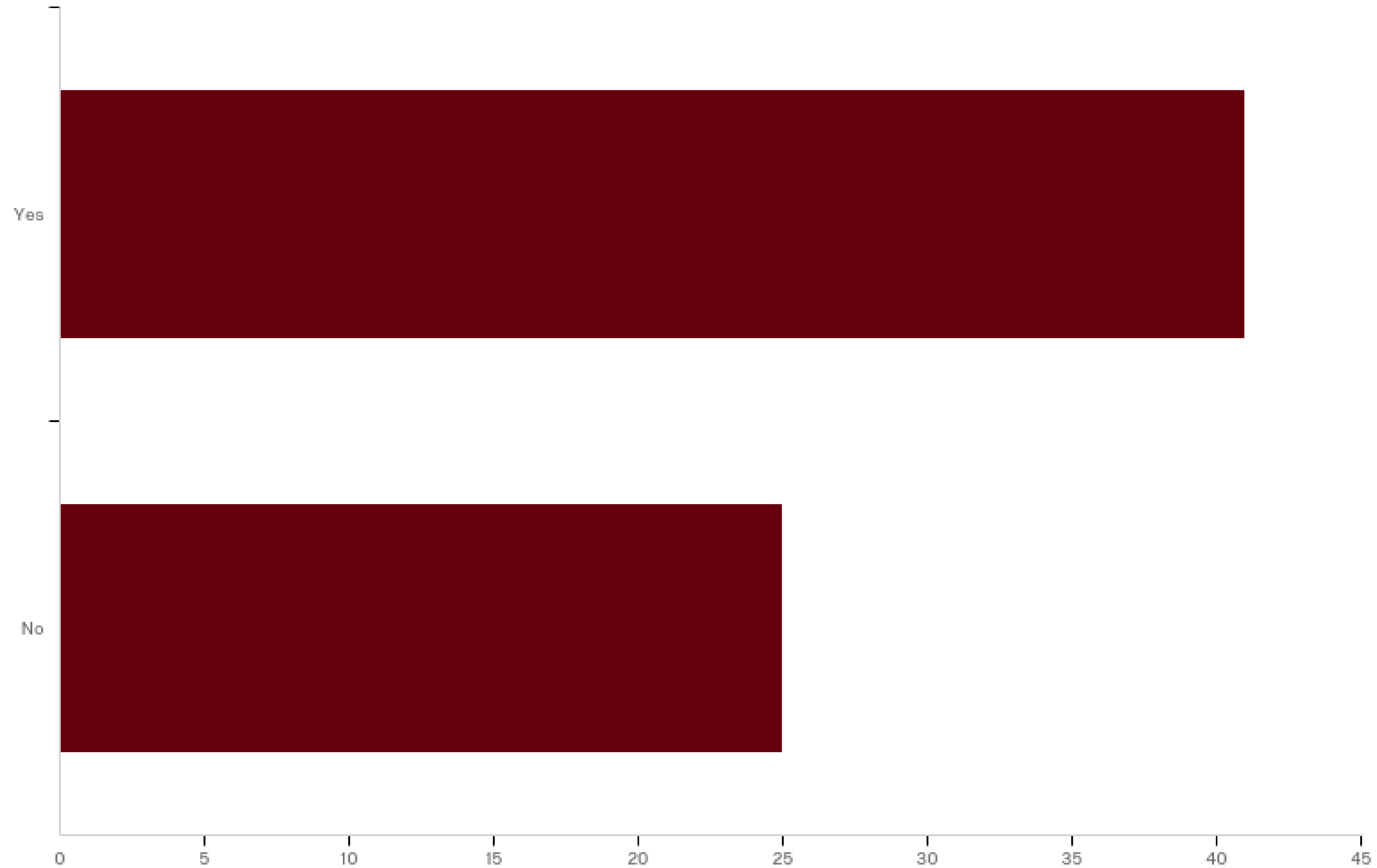
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Q5 - As Director of Athletics, are you the main person responsible for athletic fundraising?





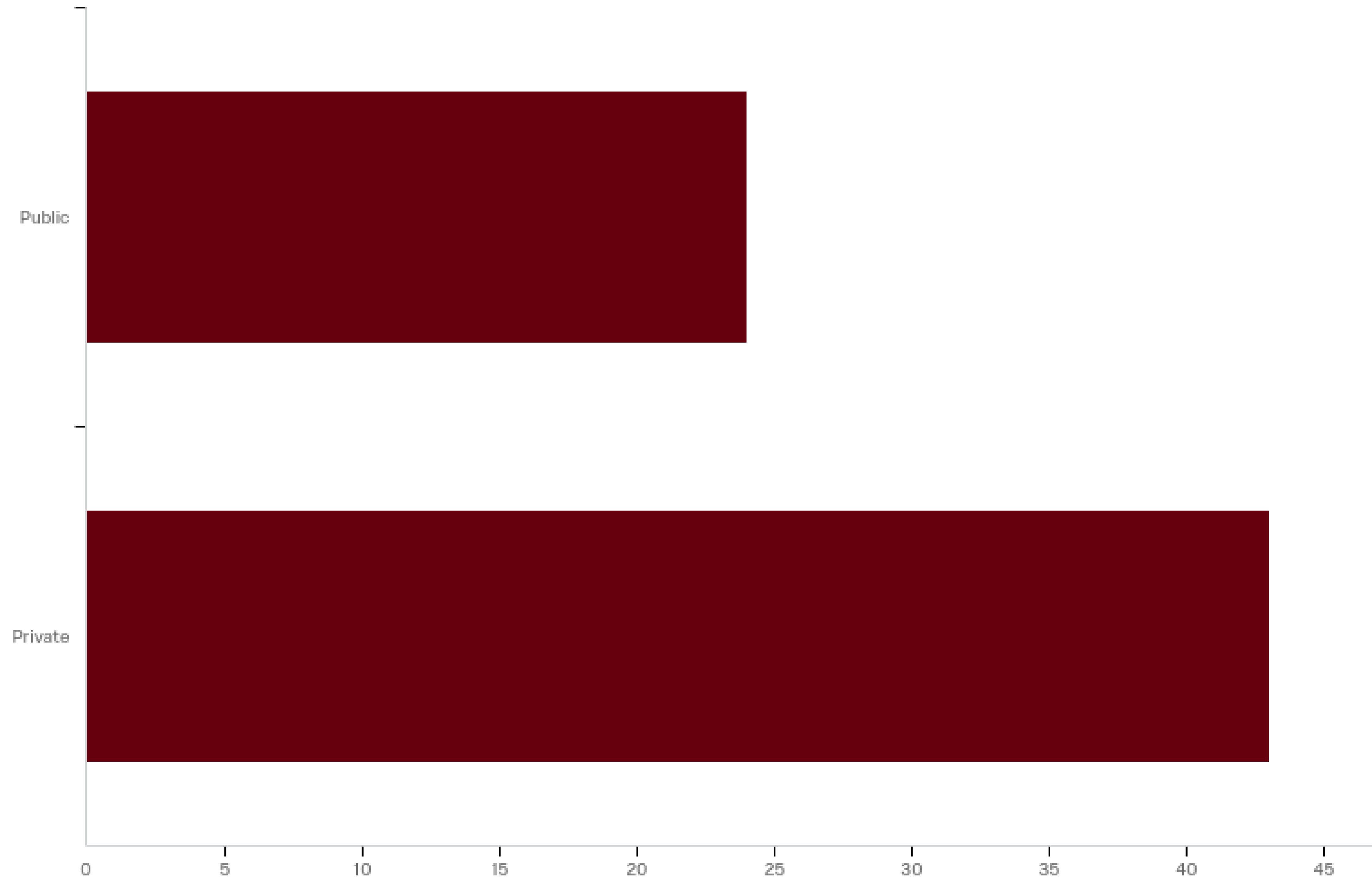
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Q2 - Is your institution public or private?





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