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THE QUESTIONNAIRE

1. Please give the following contact information:
    a. Name
    b. Organization
    c. Work title
    d. Email address

2. Is your college public or private?

3. Your college athletics teams generally compete on which level?
    a. Division I
    b. Division II
    c. Division III

4. Which phrase best describes your college?
    a. Community college
    b. 4-year degree granting
    c. MA/PhD granting
    d. Research university

5. What is your institution's approximate overall student enrollment (in fulltime equivalent terms)?

6. Does the athletics department have its own fundraising or advancement staff?

7. If so, how many fulltime equivalent positions does the athletics department dedicate to its fundraising or advancement staff?

8. The overall budget for the athletics department advancement office in the 2011-2012 and 2012-2013 academic years, including spending for salaries and benefits, but not including the costs of office space, was approximately:
    a. For 2011-2012?
    b. For 2012-2013?

9. What is the athletic department's total annual spending for salaries and compensation for its advancement or fundraising staff?

10. Does the college advancement fundraising or alumni relations staff have employees who largely dedicate their time to fundraising for the college athletics department?

11. If so, approximately how many fulltime equivalent positions would you say that these departments reserve for individuals working largely for the athletics department?

12. What in-kind contributions of vehicles and other transportation resources does the athletic department receive?

13. What in-kind contributions of food, drink, supplements and other health and nutrition aids does the athletic department receive?

14. Rate the following channels in terms of their usefulness in raising money for the athletics department:
    a. Blogs developed for specific campaigns
    b. YouTube
    c. Vimeo
    d. Facebook
    e. Tumblr
    f. Twitter
    g. Google plus

15. Has the athletics department used any of the following means to raise money?
    a. Direct mail
    b. Telethons
    c. Web-based fundraising
    d. Brick campaigns
    e. Live auctions
    f. Internet based auctions
    g. Appeals to faculty and staff
    h. Bequests facility naming gifts
    i. Raffles
    j. Capital campaigns

16. How much has the athletics department raised over the past ten years for naming rights to stadiums, arenas and other athletic facilities?

17. How many athletic booster clubs does the college have?

18. In the past year, how much money was raised by and from the college's athletic booster clubs?

19. What percentage of the college's athletic booster clubs are directly managed by the office of athletics?

20. Approximately what percentage of funds raised by and from booster clubs went directly to the college's athletic programs?
21. Over the following years, what percentage of the athletics department budget has been contributed by the athletics department development or advancement effort?
    a. 2011
    b. 2012
    c. 2013 (estimated)

22. What percentage of the athletics department fundraising is accounted for by funds raised for new construction or refurbishment of athletic facilities?

23. What percentage of funds raised in the past year by the college athletics department advancement effort was accounted for by funds raised from current and former athletes of the college?

24. Evaluate your athletics department advancement effort vis-à-vis your peers in other colleges:
    a. I think we are ahead of the pack
    b. We do about as well as others
    c. I think we are falling short somewhat but we can catch up
    d. We're falling short and probably can do better, but I don't really think we will catch up in the very short term

25. Fundraisers with the advancement staff of the athletics department report to:
    a. The college athletics department
    b. The college advancement office
    c. The college foundation

26. The relationship between the college athletics department advancement staff and the college advancement staff might be best described as:
    a. Competitive, even tense
    b. Somewhat competitive
    c. Cordial
    d. Cooperative
    e. Highly cooperative

27. If you could, what would you change about the relationship between the college advancement or fundraising staff and the advancement or fundraising staff of the athletics department?

28. Have you use any of the following as incentives to giving:
    a. Use of brick campaigns for athletic facilities
    b. Naming rights to facilities or sections of facilities
    c. Preferential access to athletic practices
    d. Preferential access to briefing on college sports teams by coaches and staff
    e. Preferential access to coaches
    f. Parties or social events with athletes, coaches or staff
    g. Preferential seating arrangements at athletic events
29. Describe the most effective incentives that your college has offered in order to encourage giving to the college athletics efforts.

30. In the past year, how much did the college athletics department advancement effort spend for consultants to conduct fundraising campaigns or to otherwise enhance fundraising capabilities?

31. Which phrase best approximates your attitude towards the use of campaign consultants by the athletics department advancement effort?
    a. We don't really use them
    b. We use them and have a very steady relationship with a trusted supplier
    c. We use them but have been disappointed by recent experiences
    d. We are always in the lookout for new expertise and consultants who can help

32. What has been the impact of the web and social media on the athletics department fundraising effort?

33. How many e-newsletters or RSS feeds does the athletics department maintain to send information to fans about teams and other athletic developments at the college?

34. What was the "open rate" of the last email blast sent to support an athletics department fundraising effort?

35. Approximately how large is the total aggregate audience in the past year for all email blasts sent by the college athletics department with an explicit fundraising appeal? (So, if the department has 3 lists with 10,000 recipients each and it blasts each list five times, then the total number of emails sent would be 150,000.)

SURVEY PARTICIPANTS

Acadia University
Bob Jones University
Bryant University
Cal State Dominguez Hills
Central Christian College of Kansas
Central Michigan University
The Citadel, The Military College of South Carolina
Claflin University
Clemson University
Coastal Carolina Athletics
Colgate University
Colorado State University
Dartmouth College
Drexel University
Edinboro University
Elon University
Francis Marion University
Georgetown University
Georgia Southwestern State University
Grambling State University
Howard University
Idaho State University
Indiana State University
Johnson State College
Joliet Junior College
Lehigh University
Lincoln University Athletics
Methodist University
Polytechnic Institute of New York University
Portland State University
Sacred Heart University
Shenandoah University
South Dakota School of Mines
Southeast Missouri State University
St Francis Xavier University
St. Cloud State University
St. John's University
St. Thomas University
Stonehill College
Tufts University
University of Alabama at Birmingham
University of Arkansas at Little Rock

University of Central Missouri
University of Colorado Boulder
University of Guelph
University of Maine Presque Isle
University of New Mexico
University of South Alabama
University of South Carolina
University of Tennessee
University of the Sciences
Utah State University
Washington University
Weber State University
Westfield State University
Yavapai College

CHARACTERISTICS OF THE SAMPLE

Overall sample size: 57

By Public or Private
- Public: 36
- Private: 21

By Enrollment
- 3,000 or less: 13
- 3,001 to 8,000: 16
- 8,001 to 16,000: 14
- More than 16,000: 14

By Athletic Division
- Division I: 32
- Division II: 16
- Division III: 9

By Primary Type of Institution
- Community college: 2
- 4-year degree granting: 39
- MA/PhD granting: 9
- Research university: 7