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Sports Fundraising: Dynamic Methods for Schools, Universities and Youth Sport Organizations

By David J Kelley



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Sports Fundraising is a complete introduction to fundamental principles and best practice in sports fundraising. Focusing on the particular challenges of fundraising in intercollegiate and interscholastic sport, and for youth sport organizations, the book is designed to help students develop the professional skills that they will need for a successful career in sports or education administration.

Packed with real-life case studies and scenarios, the book offers a step-by-step guide to the effective planning, communication, implementation and management of sports fundraising projects, and introduces the most important issues in contemporary sports fundraising. Each chapter contains a range of useful features, from definitions of key terms to skill-building exercises, exploring both quantitative and qualitative methods for understanding the fundraising process and designing more effective fundraising projects. This is an essential course text for any athletic or sport fundraising course, and an invaluable reference for all professional fundraisers working in sport or education.



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Editorial Review

Review

'Kelley's book, Sports Fundraising, provides a concise and well-organized explanation of principles, models, techniques, and challenges in sport fundraising. Interesting skill building activities are woven throughout. I am particularly impressed with the section dedicated to the future of sports fundraising involving data-driven methodologies and curriculum development. I would highly recommend this book to sport management students as well as field-based professionals who are interested in sharpening their skills in fundraising.' *Darlene A. Kluka, Barry University, USA*

'In his book Sports Fundraising, Dr. David Kelley provides practical advice that will aid schools in compliance with sound principles and applicable requirements for equity. He also provides insights into the best practices for success. It is a great help to all athletic administrators who desire to grow their support base.' *Bob Gardner, Executive Director, NFHS-National Federation of State High School Associations*

'Dr. Kelley's Sports Fundraising is an essential read for any athletic director. Fundraising is an integral component of an athletic director's daily life. It is important for aspiring athletic administrator to have a solid foundation in the strategy and methods of effective fundraising and revenue enhancement platforms. Dr. Kelley's book touches on the essentials of revenue enhancement for interscholastic athletics. Today's interscholastic athletics is an untapped market and it is imperative that Dr. Kelly's research is continued to educate and inspire future athletic administrators. Interscholastic athletics has become increasingly expensive for schools to fund and it is more important now than ever that athletic administrators find resources outside school district funds to support programming for student athletes. Nothing is more relevant in communities across our country than interscholastic athletics and Dr. Kelly's research and insight is imperative to its continued success.'

Scott Garvis C.M.A.A., Newton High School, USA, Director of Athletics & Activities

'As an Advancement professional, I read Dr. David Kelley's book, Sports Fundraising, while travelling out of town visiting prospective donors. I thought Dr. Kelley did a very good job educating the reader about the need for fundraising from the youth to collegiate level. I find the book to be an excellent resource explaining the fundamental principles and techniques of fundraising in a concise and understandable way. I was very impressed with and happy to see the final chapter in the book dealing with the latest data driven, analytical approaches being used in cutting-edge fundraising strategies. I would recommend this book as a must read for any new development professional and a good reference book for the more seasoned professionals.'

Ralph A. Nardini, Vice President of Development, St Xavier High School, USA

About the Author

David J. Kelley Ph.D, is an adjunct Assistant Professor in the newly created Sport Administration program at the University of Cincinnati. Throughout his career, Dr. Kelley successfully raised funds and secured

grants to improve the sport programs under his supervision. He has published articles on sport fundraising, sponsorships, and curriculum development.

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