

[Read ebook] Sports Fundraising: Dynamic Methods for Schools, Universities and Youth Sport Organizations

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

David J Kelley

**Download PDF / ePub / DOC / audiobook / ebooks*



SPORTS FUNDRAISING

DYNAMIC METHODS FOR SCHOOLS,
UNIVERSITIES AND YOUTH SPORT
ORGANIZATIONS

DAVID J. KELLEY



DOWNLOAD



READ ONLINE

#612985 in eBooks 2012-05-31 2012-05-31 File Name: B0089LOOW2 | File size: 50.Mb

David J Kelley : Sports Fundraising: Dynamic Methods for Schools, Universities and Youth Sport Organizations before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sports Fundraising: Dynamic Methods for Schools, Universities and Youth Sport Organizations:

1 of 1 people found the following review helpful. Sport Fundraising By David R. Eberstein, Society of Sport Leaders, Director of Fundraising and Development Dr. Kelley's Sports Fundraising book displays a vast array of insight into the

importance of fundraising and development. The facets discussed range from techniques, to challenges, and to the L.A.I principle. For anyone as, or aspiring to be, an athletic director or a career in obtaining corporate sponsorship, this is a phenomenal book to read and digest. This book, along with the courses taught by Dr. Kelley and the instructors at the University of Cincinnati, truly persuaded me to partake in the fundraising and development aspect of sports. Dovetailing off of this, and as Mr. Nardini stated, the data driven and analytic approaches to the new ways of fundraising are a real niche to be researched to help each interscholastic and intercollegiate organizations function at their highest potential. Dr. Kelley clearly lays this out in his book. No matter what position one upholds in the sports world, fundraising is a vital key to success. Therefore, one truly needs to read, embrace, and continue the research Dr. Kelley has presented. The five out of five stars I give this book are well earned. 0 of 0 people found the following review helpful. Perfect Purchase for any Sports Administrator By Laura Martin Excellent read! Dr. Kelley's detailed insight into sports fundraising could be very useful for any sports leader who is looking to raise money for an intercollegiate or high school athletic program. Raising money for new facilities at a high school can be one of the most difficult tasks as a sports leader, but it can be done. Having known David Kelley personally and having been a student of his, I know that he has the expertise to support all of his tremendous research. He also has experience raising money for new facilities through successful sponsorship campaigns. I HIGHLY encourage all sports fundraisers to invest their time and read this book! 0 of 0 people found the following review helpful. Kelley's insight second to none By American Text Supply Kelley's insight in this field is second to none. If you are a young sports professional or even an athletic director I highly recommend this book as a tool to help you better understand how to both conduct and design a fundraising campaign. This book offers whoever may read it a clear explanation of techniques, methods, and challenges in fundraising. Furthermore, Kelley sheds light on the data-driven future of dynamic fundraising and offers innovative techniques to adapting to this constantly changing industry.

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.

'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.'nbsp; Ralph A. Nardini, Vice President of Development, St Xavier High School, USAnbsp;About the AuthorDavid J. Kelley Ph.D,nbsp;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.