Abstract

Interscholastic athletic directors are facing financial difficulties stemming from cuts in school board funding, rising expenses, and the downturn in the economy. The purpose of this paper is to address how the implementation of a philanthropic approach to fundraising can supplement athletic department budgets. Interscholastic athletic directors will be introduced to the most important reasons why people give money to athletics and how to begin instituting a philanthropy program through generating a statement of purpose, establishing goals, identifying prospects, and asking for a donation. The difference between annual funds and major gifts is also addressed.

Keywords: Interscholastic athletics, fundraising, philanthropy