ATHLETIC ADVISORY COUNCIL 2015-2016 WE DID IT!

LIFE AFTER THE GAME

ANNUAL FUND

(4)

6 one-on-one consultations with student-athletes

(1)

1 career trek

0

1 Skype lounge

(4)

1 internship provided

(\$

5 career class mentors

19

AAC members participated

23

new donors

205

new referrals

\$299,050

raised

DONOR EXPERIENCE



Successful Events

David Slade, Mark Northan, Anil Atluri and David Kahn: NYC event | Allen Hobbs and Andrew Tucker: Charlotte happy hour | Anthony Tang: Winston-Salem event | Tori Boysen and Jeff Hollingsworth: Winston-Salem event | Todd Werstler: Ohio Golf event | Kendra Clabo: Mount Airy event



Donor Recognitionpublic display plan for do

public display plan for donor recognition on TVs established

A LOOK TOWARD THE FUTURE

Host an event | Provide at least one strategic connection to a potential donor | Leverage your network | Make a commitment | Engage in a subcommittee

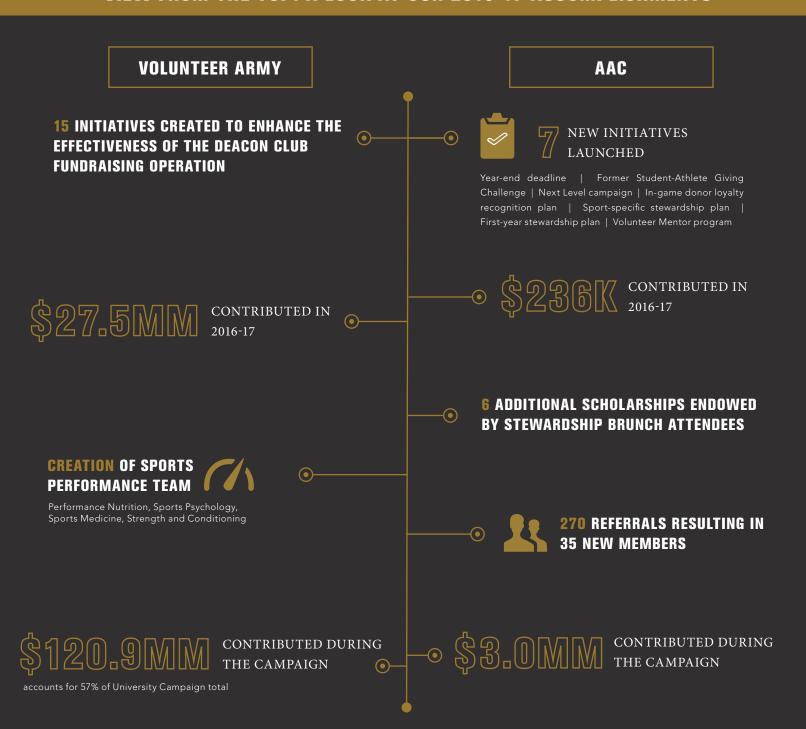




THANK YOU FOR YOUR SERVICE!

As a member of the Volunteer Army, you provide the leadership and support necessary to Develop Champions. Thanks to your service during the 2016-17 giving year, we have a lot to celebrate. Just take a look at all that we've accomplished this past year.

VIEW FROM THE TOP: A LOOK AT OUR 2016-17 ACCOMPLISHMENTS







65 NEW ESTATE PROSPECTS IDENTIFIED
THROUGH PLANNED GIVING EVENTS

2 NEW POSITIONS FUNDED AND CREATED
Performance Nutritionist and Sports Psychologist





DEACON CLUB VOLUNTEER ARMY





B ADVISORY BOARDS & COUNCILS

Athletic Advisory Council | Board of Directors |
Deacs All In | Game Day Experience Committee
| Parents' Athletic Advisory Council | SportSpecific Committees



by Volunteer Army members throughout the Wake Will Lead campaign, comprising **53%** of the Athletics campaign total

2017-18 HIGHLIGHTS

As a member of the Volunteer Army, you provide the leadership and support necessary to Develop Champions. Thanks to your service and dedication during the 2017-18 giving year, we have a lot to celebrate. Take a look below to see all that we've accomplished this past year.

ATHLETIC ADVISORY COUNCIL



Developed and executed first-ever Deacs Day of Giving which resulted in 204 new donors and \$151k in new & upgraded gifts | Helped create Top Hat Tavern restaurant concept for men's basketball games which served 197 guests | Established a regional volunteer directory | Designed an engagement plan for Volunteer Army alumni | Created an engagement and stewardship plan for out-of-town donors | Executed a stewardship plan for first-year donors which resulted in a 24% increase in renewal rate and netted a \$125k gain for the Annual Fund





Hosted three events focused on scholarship and program endowment gifts that resulted in three new scholarships | Implemented reserved parking for football games which led to \$14k in additional revenue | Added "live chat" feature on Athletics website | Developed a plan to capitalize on secondary ticket market

GAME DAY EXPERIENCE COMMITTEE



Redesigned community group and corporate ticket packages | Executed postseason fan experience survey for men's basketball

PARENTS' ATHLETIC ADVISORY COUNCIL



Enhanced summer move-in day for student-athletes by incorporating Athletic Department staff in the process | Helped redesign summer orientation for families of student-athletes | Created and executed two informational panels for parents of student-athletes | Funded new Sports Psychologist position