

# **WAA SUNCOAST BADGERS**

**SARASOTA, MANATEE, DESOTO AND CHARLOTTE COUNTIES**



# BADGERS ON THE BEACH!

- **LOCATED AN HOUR SOUTH OF TAMPA ON THE SW COAST!**
- **RANKED #18 BEST PLACE TO LIVE IN THE US!**
- **HOME TO 1,000+ BADGER ALUMNI & FRIENDS**
- **LOTS OF CONNECTIONS TO WISCONSIN**
  - **RINGLING CIRCUS MUSEUM**
  - **UIHLEIN FAMILY'S (SCHLITZ BREWING CO) CONNECTION TO LAKEWOOD RANCH**
  - **HOME TO MANY SNOWBIRDS IN THE WINTER (90K+)**



# **EVOLUTION OF OUR CHAPTER PURPOSE & THE ROLE OF FUND RAISING**

## **PREVIOUSLY**

- **OUR PROGRAMS WERE LIMITED TO A FEW “IN SEASON” EVENTS**
  - **GAME WATCHES DURING THE FOOTBALL SEASON.**
- **OUR SCHOLARSHIP PROGRAM AWARDED TO A FEW STUDENTS OVER THE YEARS**
  - **WE SOLD HATS AND TEE SHIRTS AS A WAY TO GENERATE SCHOLARSHIP MONEY.**
  - **FUNDRAISING WAS NOT A PRIMARY FOCUS OF EVENTS.**

# WE FACED 3 MAJOR CHALLENGES TO GROWTH

- **WE NEEDED TO BUILD A LARGER AND MORE ENGAGED COMMUNITY WILLING TO SUPPORT THE UW.**
  - **LIMITED SUCCESS WITH GETTING ACCURATE ALUMNI DATA ON SNOWBIRDS, LIMITED ABILITY TO UNDERSTAND LACK OF ENGAGEMENT OR MEANS OF CORRECTIVE ACTION.**
- **WE NEEDED TO CHANGE THE ROLES AND BOARD MAKEUP TO EXPAND OUR MISSION.**
  - **HAD BEEN OPERATING WITH A SMALLER, MORE CONCENTRATED BOARD WITH THE MAJORITY OF THE WORK DONE BY A FEW.**
- **WE NEEDED TO EARN THE RIGHT TO ASK FOR MONEY.**
  - **PEOPLE ARE JUST TIRED OF BEING ASKED FOR MONEY BY THE WAA, AND THE 4,000 OTHER NONPROFITS IN SARASOTA COUNTY**

# RESPONSE 1: **BUILDING OUR COMMUNITY**

- **REDEFINE WHO WE LOOK TO COMMUNICATE AND INTERACT WITH.**
  - **A LOCAL COMMUNITY THAT HAS AN INTEREST IN "ALL THINGS WISCONSIN"**
  - **BUILD ON OUR WAA-MADISON BASE**
  - **ADD ALL SPOUSES, GET THEIR EMAILS AND SEND TO WAA**
  - **LOOK TO ADD PACKER FANS WHO ARE ALSO BADGER FANS, NOT JUST ALUMNI**
- **CHANGE HOW WE INTERACT AND ENGAGE**
  - **SPECIFIC OUTREACH ACTIVITIES TO ID AND TAG OUR SIGNIFICANT "SNOWBIRD" CONSTITUENCY,**
  - **HARVEST EMAILS, CONTACT INFO AND INTERESTS, FEED THEM INTO THE WAA SYSTEM.**
    - **"OPERATION SNOWBIRD" OUTREACH PHONE CALL EFFORT.**
  - **USE A DIVERSITY OF DIFFERENT SOCIAL MEDIA AND EMAIL APPROACHES FOR ENGAGEMENT.**

# **RESPONSE 2: CHANGING THE ROLES AND BOARD MAKEUP**

- **REDEFINE ROLES ON OUR BOARD**
  - **DELEGATE EVENT PROGRAMS, EACH MEMBER MANAGES AT LEAST ONE PROGRAM**
    - **WENT FROM 4 TO 12 EVENTS PER YEAR.**
  - **ADDED A BOARD MEMBER WITH A BACKGROUND IN FUNDRAISING; LOOKING FOR CPA ADDITION**
- **ELEVATED THE FOCUS AND ROLE OF FUNDRAISING**
  - **LAUNCHED OUR BINGO BOARD “PLEDGE CAMPAIGN”**
  - **STARTED FORMAL EVENT EVALUATIONS AS TO FUNDRAISING IMPACT, ETC.**
- **MOVED TO YEAR-ROUND MONTHLY PLANNING MEETINGS**
  - **INSTEAD OF JUST “IN SEASON” TO DRIVE MOMENTUM.**

# **RESPONSE 3: EARNING THE RIGHT TO MAKE THE ASK.**

- **A MAJOR WORK IN PROGRESS**
- **BUILDING COMMUNITY ENGAGEMENT AND DELIVERING PROGRAMS AND CONTENT OF VALUE.**
  - **ADDED A DIVERSITY OF PROGRAMS; ORCHESTRA, SPRING TRAINING, POLO, ROLLER DERBY, SUNSET CRUISES, BRATFESTS, VOLUNTEER EVENTS AT FOOD BANK, ETC.**
- **BUILD OUR SCHOLARSHIP MESSAGE AND ASK INTO EVERYTHING WE DO.**
  - **REITERATING THE UW MESSAGE ON THE VALUE OF A UW EDUCATION IN OUR COMMUNICATIONS**
  - **THE \$\$\$ TD BUCKET AT THE GAME WATCHES**
  - **EXPANDING “BADGER ON THE BEACH” MERCHANDISE SALES**
  - **PIGGY BACK ON “DAY OF THE BADGER” AND OTHER WAA EVENTS**

# **IN ADDRESSING THE CHALLENGES, WE WILL BE ABLE TO MOVE FORWARD...**

- **CONTINUE TO BORROW “BEST COMMUNICATION PRACTICES” FROM WAA AND OUR FELLOW WAA CHAPTERS INTO OUR “STORY TELLING” OF THE BENEFIT TO OUR SCHOLARSHIP RECIPIENTS**
- **INTEGRATE A DIVERSITY OF SCHOLARSHIP / FUNDRAISING APPROACH INTO ALL OUR EFFORTS**
- **FOCUS ON OUR 3 YEAR PLEDGE CAMPAIGN TO ESTABLISH A CRITICAL FUNDING MASS.**



