

THE **ORANGE PERSPECTIVE**

WITH **BOB DE CAROLIS**

2012 - 2013 ATHLETIC DIRECTOR REPORT

May 6, 2013

As I've said many times before, supporting our 500+ student-athletes in all 17 of our sports is key to our success. Football season ticket sales and our annual fund drive—both currently under way—are the two major underpinnings of our Athletics Department budget.

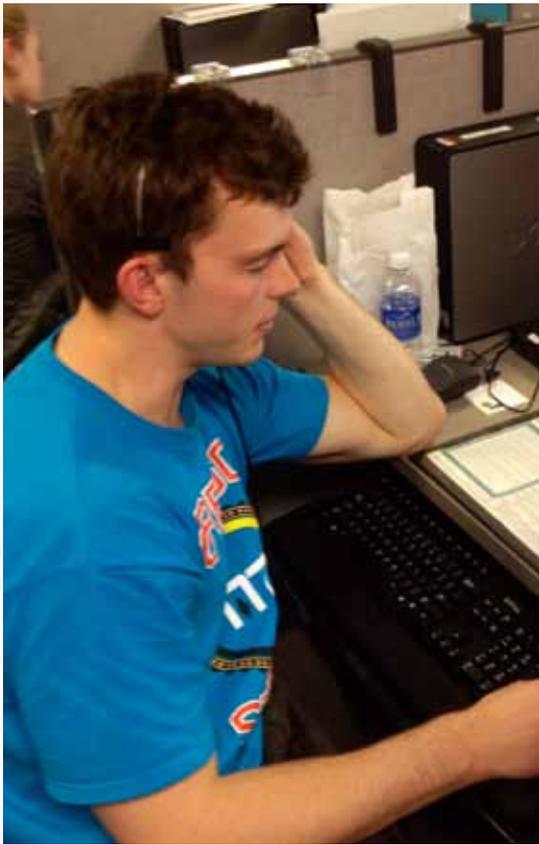
Given this reality, I wanted to update you on the progress with ticket sales and annual membership drive. First, let me set some context. Clearly, across the Pac-12, we must do all we can to stay competitive in terms of facilities, training, and support programs for our student-athletes. With this in mind, you may recall that we made a fundamental shift in the way we operate our fund-raising efforts.

In December, I wrote about our plan to revamp our annual giving program to best serve our donors and the student-athletes who benefit from their financial support. We're now focusing on deepening our relationships with our donors and helping them to find meaningful connections to Oregon State Athletics. We also changed the timing of football season ticket renewals and the membership drive so that they occur simultaneously. Right now is the time to invest in the future of Oregon State Athletics and to think big.



I'm pleased to report that both ticket renewals and fund-raising are trending up as we march toward the June 30 close of both efforts. Here's a look at some of the details:

- We've raised \$600,000 in new donations so far and have nearly two months until the June 30 deadline.
- We have more than 300 new donors.
- The average gift size is just over \$2,000, a sharp increase over previous years.
- We're working hard toward reaching our goal of raising \$10.5 million, which would be close to a 10 percent increase.
- Season ticket sales are pacing 7 percent higher than in a typical May when we benchmark against years when we don't host the Civil War game such as this coming season.
- Reservations for new season ticket sales are equally impressive with 900 additional seats sold in this year's new seat reservation system. Ticket sales with locations assigned at the time of purchase start June 11.



As you can tell, we're definitely heading in the right direction, and I'm hopeful we'll end our efforts on a strong note. A huge thanks to those of you who have renewed tickets and made donations. We're working hard to get the word out about all the exciting things happening in Beaver Nation and hoping others will jump on board. We're kicking off a five-stop Beaver Nation Road Show with coaches and others starting May 13 in Bend. We'll also visit Portland, Eugene, Seattle and San Francisco in the coming month. We hope that our supporters in these cities will come out and join us. Please visit www.ourbeavernation.com to register.

All of this is part of our drive to connect with donors and fans. We want to share our message that together we can accomplish great things to create positive changes in the lives of our student-athletes. We want your giving experience to be more than just the donation required to purchase season football tickets and a good parking space. The new mindset for annual giving is about creating a program that draws you closer to Beaver Athletics and the student-athletes who represent us each day.



In the next three to five years, our goal is to move the needle from raising approximately \$10 million a year through Our Beaver Nation contributions to \$15 million a year. This will take some work but would enable us to fully staff and support all 17 sports and to make them more competitive. This extra money would positively enhance our travel, equipment, recruiting and marketing budgets. It would also help maintain our facilities and offer better medical services to our student-athletes.

If you haven't done so already, now's the time to become a new season ticket holder or new donor. It's also time to renew your tickets and commit your donation for the coming year before June 30. If you have any questions about donations, **please contact Shawn Heilbron at 541-737-9309 or email him at shawn.heilbron@oregonstate.edu**. You may also make an online gift at www.ourbeavernation.com. For ticket inquiries, call 1-800-GO BEAVS.

Before closing, I want to thank all of you who made it to Corvallis to see last month's Spring Showcase and to our donors for your contributions to OSU Athletics. Hope to see you when we're traveling with the Beaver Nation Road Show. Go Beavs!