

Carleton Athletic Initiative (CAI)

Whether it's a varsity team going for glory in the MIAC Championships, the Carleton Ultimate Team (CUT) winning the College National Championships, or Carls simply participating in individual or team sports to just play and engage with friends, athletics play a special part in the lives of Carleton students. Offering quality varsity, club, and intramural programs and facilities requires a substantial financial commitment – one that in an era of constrained resources and enhanced fiscal responsibility cannot be met solely by current and future College budgets. This need for budget enhancement towards programs and facilities is what led a group of former Carleton athletes to create the Carleton Athletic Initiative (CAI). In the spirit of and aligned with the Alumni Annual Fund, the CAI Annual Fund provides: (1) an on-going alumni-based funding source for the unbudgeted priority needs of the varsity, club, and intramural sports programs; and (2) enhanced sports-based engagement opportunities for alumni, current Carleton student athletes, and families.

Evolution of the Carleton Athletic Initiative

Working closely with the College administration and members of the Physical Education, Athletics and Recreation Department (PEAR), a group of alumni passionate about ensuring long-term success for Carleton Athletics through the development of an incremental, additional funding source for all Carleton Athletics (varsity, club, and intramural) established CAI. One of CAI's first endeavors was in response to the flood of 2010 – CAI quickly raised funds to fully renovate Laird Stadium and solidified CAI's position on campus as a champion for all Carleton Athletics.

Now, in 2013 the evolving focus of CAI has become to establish an ongoing alumni-based funding source (CAI Annual Fund) that will provide incremental, additional funding for Carleton Athletics and which will enhance the quality of programs and facilities available to all levels of recreation and athletics at Carleton; thus, enhancing the student experience for both athletes and non-athletes alike. To be clear, funds raised for the CAI Annual Fund are not meant to be budget relief dollars for the Athletic Department's annual operational budget; rather, CAI Annual Funds are for the purpose of funding priorities which would not otherwise receive funding.

CAI Annual Fund

The CAI Annual Fund will be a component of Carleton's already strong and stable Alumni Annual Fund (AAF) and will be supported by the AAF Office. An annual appeal for the CAI Annual Fund will occur during the spring, beginning in 2013. The appeal will ask alumni to consider an additional gift to Carleton designated for CAI beyond his/her gift to the AAF. Donors who have already given in the current fiscal year (to the AAF) will be thanked and asked to consider a second gift for the CAI Annual Fund. Alumni who have not yet given in the current fiscal year to the AAF will be asked to make an annual commitment to the AAF and additional gift for the purpose of CAI.

Class and Reunion Gift Recognition

An exciting change to class and reunion gift recognition: All gifts made to the CAI Annual Fund within one fiscal year (July 1-June 30) will be recognized in the donor's class and reunion gift totals. Beginning in the year 2014, CAI Annual Fund donors will receive a thank you communication which will outline how the money raised was spent.

CAI Structure

As with the AAF, the CAI mission will be supported by a CAI Staff Manager and a network of alumni and student volunteers. The alumni/student volunteers will consist of a CAI Steering Committee and class based CAI Agent roles. The roles and responsibilities of CAI team members are set forth below.

a. CAI Staff Manager

The CAI Staff Manager (who will also be an AAF staff manager) will have the following responsibilities:

- Provide consistent and structured guidance necessary to support the development and successful implementation of the CAI and the CAI Annual Fund.
- Facilitate strategic goal setting conversation that complements the mission of CAI, AAF, and Development as a whole.
- Share regular updates and pertinent information from areas of campus including but not limited to PEAR and External Relations.
- Support, through data analysis, the work of the CAI Steering Committee members and the CAI Agents.
- Ensure open and fluid communications among all interested parties by serving as the staff liaison for the CAI Steering Committee to (1) other AAF volunteers, (2) staff AAF managers; (3) External Relations and Development managers, (4) Alumni Relations managers; and (5) PEAR managers.

b. CAI Steering Committee

The CAI Steering Committee will consist of 10 to 15 alumni representing a diverse cross-section of class-years and sports. It will also include one student representative from the Student-Athlete Advisory Council (SAAC). The CAI Steering Committee will guide and inform strategy around involving alumni, with affinity towards Carleton athletics, to raise funds for the CAI Annual Fund and to participate in CAI organized alumni engagement activities. The CAI Steering Committee members will have the following responsibilities:

- Advise the College on the CAI Annual Fund which will enhance the annual operational budget of the Physical Education, Athletic, and Recreation Department.
- Make an annual financial commitment to the CAI Annual Fund, in addition to an annual gift to the AAF.
- Attend prearranged Steering Committee meetings and conference calls.
- Identify, recruit, and provide direction for volunteer CAI Agents.
- Serve as a liaison for CAI Agents to the AAF staff.
- Work with CAI Staff Manager to establish annual fundraising goals and strategies.
- Work with CAI Staff Manager to prepare and distribute annual CAI spring solicitation letter, and coordinate follow-up alumni communications with CAI Agents.
- Work with the College on strategies around athletic focused regional and Reunion event involvement.
- Work with CAI Agents in an assigned number of classes to set goals that complement class and reunion gift goals, including participating in CAVE Reunion planning.
- Assist in identifying leadership CAI prospects and serve as strategic solicitor for targeted groups.
- Serve for two years with the ability to extend for an additional two years.

c. CAI Agents

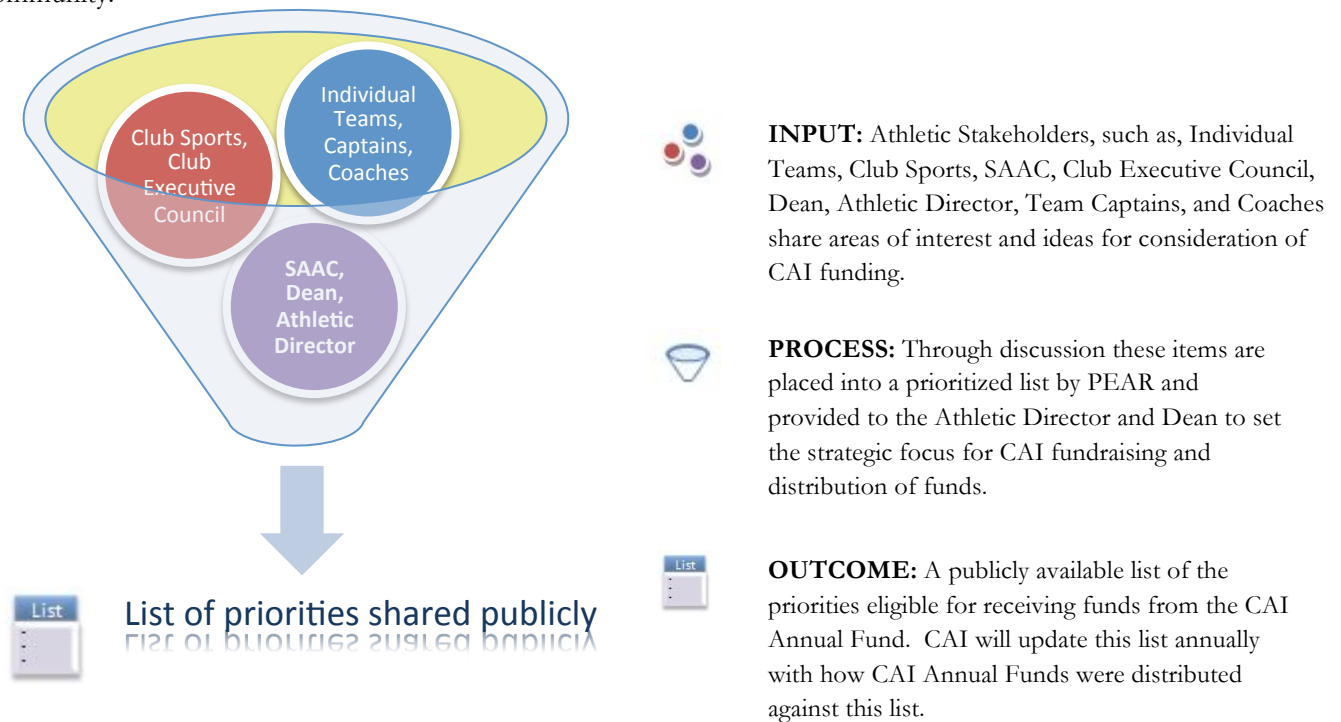
CAI Agents will include members from each class and will represent a volunteer corps that reflects the diversity of Carleton athletes and varsity, club, and intramural sports programs. The CAI Agents will have the following responsibilities:

- Work with assigned CAI Steering Committee Member liaison to (1) establish annual class and reunion solicitation strategies and goals, (2) coordinate the sending of the annual spring solicitation letter with other class correspondence.

- Contact classmates and former teammates to share up-to-date information from Carleton, reminisce about the “old times,” and share information about the creation of the CAI and the CAI Annual Fund, and how he/she can support Carleton with an incremental gift to the CAI Annual Fund and participate in CAI engagement opportunities.
- Work side by side with current AAF Class Agents to strengthen all annual giving to Carleton.

Establishing CAI Funding Priorities and Distribution of Funds from the CAI Annual Fund

The process of outlining priorities begins in many areas including coaches, teams, Club Executive Council, SAAC, team captains, Athletic Director, and Dean. Leaders of these areas have been encouraged to bring their ideas to the table, and through discussion a list of priorities for PEAR will be outlined using the input given (see illustration below). The priorities included on the lists will be limited to items that are unbudgeted and otherwise would go unfunded in the areas of varsity, club, and intramural sports. From there, these recommendations are compiled with the long-term priorities and vision for PEAR where the Athletic Director and Dean will set the strategic focus of CAI fundraising efforts and the distribution priority for the funds from the CAI Annual Fund. Neither the CAI nor the donors to the CAI Annual Fund will participate in the decisions establishing the funding priorities or distributing the funds from the CAI Annual Fund to support those priorities. As detailed below, however, information outlining the funding priorities and the distribution of funds from the CAI Annual Fund will be provided to CAI, donors and to the general Carleton community.



CAI Alumni Communications and Reports

Varsity, club, and intramural sports alumni will receive communications ranging from e-newsletters to solicitations asking alumni to support the CAI Annual Fund in addition to their gift to the AAF. These alumni will also receive communications about and invitations to participate in various alumni and student sports-based engagement activities, including Reunion and Homecoming events.

Accompanying the spring CAI Annual Fund solicitation letter, alumni will receive a list of funding priorities that align with the long-term vision of the PEAR Department and which will outline the monetary resources needed to fulfill the priority list. This list, and the percentage allocated between varsity and club will be shared throughout the fundraising process.

Following each fiscal year, a wrap-up report will be sent in the form of an e-newsletter in August recognizing the accomplishments that the fundraising efforts have made and highlighting the areas of priority that have been or will be funded with funds from the CAI Annual Fund.

Restricted Gifts to Specific Sports or Projects

Gifts to the CAI Annual Fund are unrestricted gifts that will be used solely to fund the unbudgeted PEAR priority items as determined by the Dean and the Athletic Director pursuant to the collaborative process described above. Donors to the CAI Annual Fund will receive AAF Class and Reunion gift recognition.

In the event a classmate wishes to restrict his/her CAI gift to a specific sport or project, the gift will be accepted but the donor will only receive class and reunion gift recognition if his/her gift equals or exceeds \$5,000. [At that level and above, a current operational gift closely equates the annual endowment draw of a gift in the amount of \$100,000.] Restricted gifts of less than \$5,000 will also be accepted, but donors will not receive AAF Class or Reunion gift recognition due to the increased administrative handling costs and the NCAA and Federal Title IX compliance burdens that such gifts present.

How to Give

Donors to the CAI Annual Fund can make a gift to Carleton in a few different ways. Here is a quick snapshot of how they can fulfill their commitment:

Online: <http://go.carleton.edu/giveCAI>

By phone: 1-800-745-2275 and ask to direct gift to CAI

By mail:
Carleton College
Gift Accounting
1-CENREC
One N. College Street
Northfield, MN 55057

It is important to make a note that the gift is for the CAI Annual Fund.

Questions? Contact Nicole Schroeder at nschroeder@carleton.edu or 507-222-5478.