



2018 AAF Updates



Shamika Pyfrom, Executive Director of the AAF

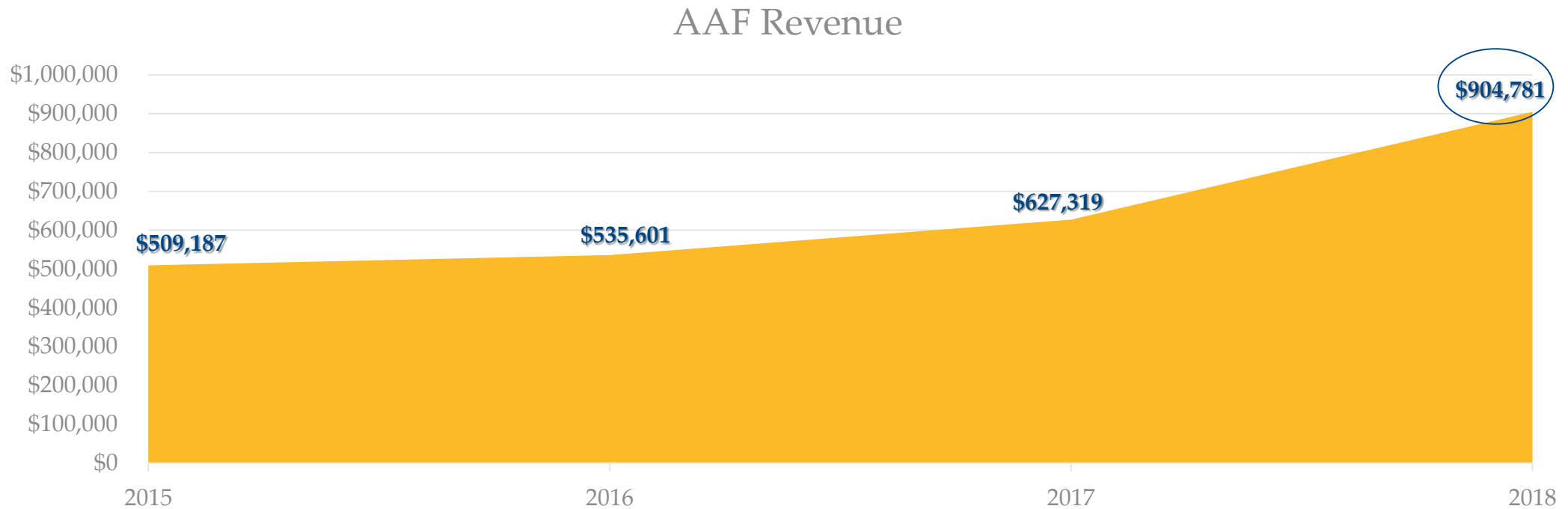
2018 AAF accomplishments

- Revenue
- Donors
- Contributions



Revenue

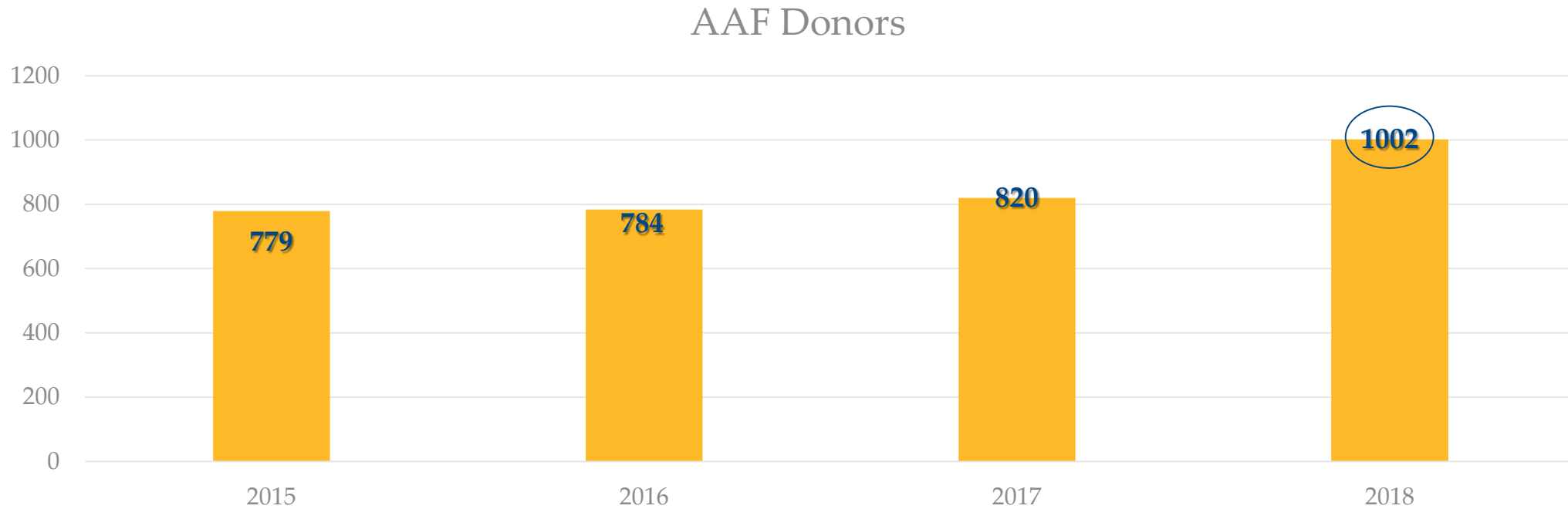
Graph below charts the foundation's revenue growth over the past four years.





Donors

Graph below charts the foundation's membership growth over the past four years.

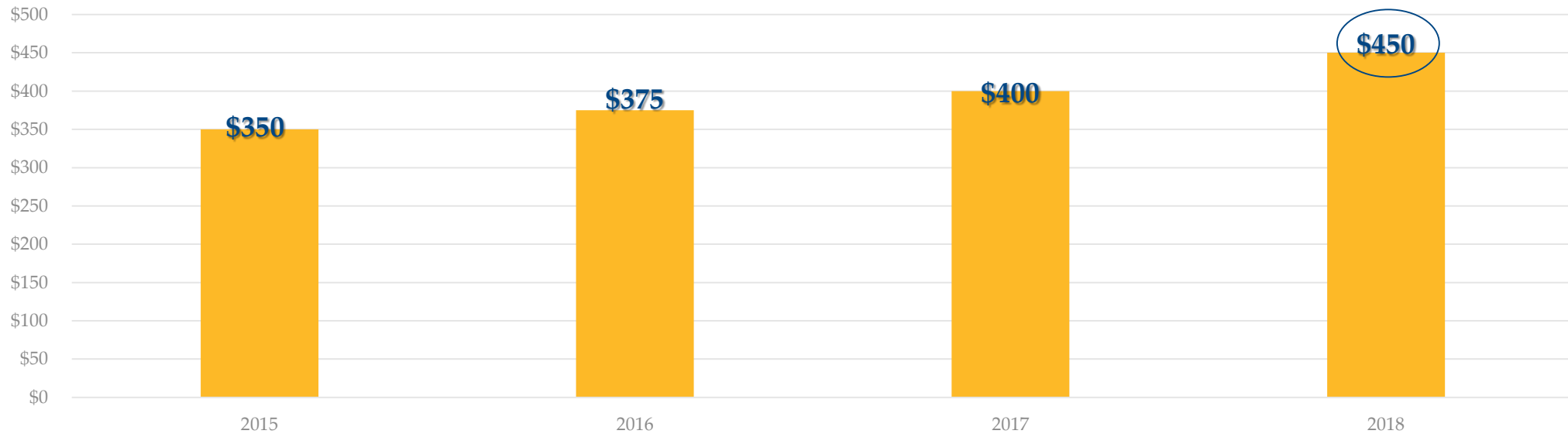




Contributions to Athletics

This graph depicts contributions the AAF has made to the athletic department over the past four years.

AAF Contributions to Athletics (000s)





2018 AAF accomplishments continued

- Campaigns
 - > Raise the Game
 - > The Big Push
- Major Gift Activity
 - > 1st Endowed Scholarship
 - > Naming Agreement



2018 AAF accomplishments continued

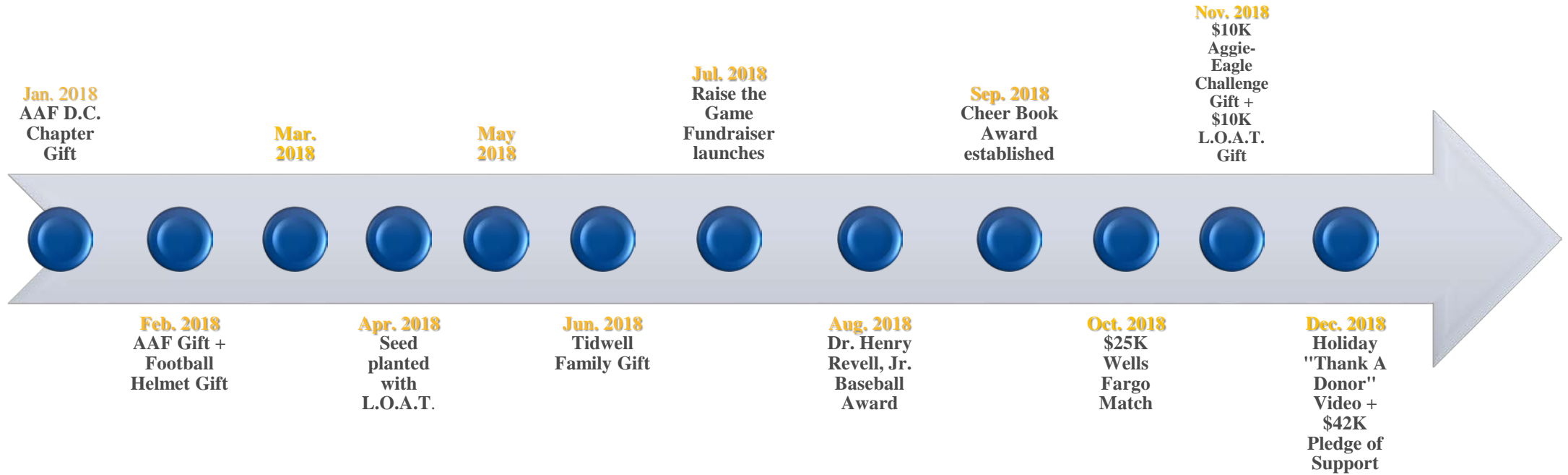
- Stewardship Events
 - > AAF Winter Social
 - > MEAC Meet and Greet
 - > FCS Kickoff Social
 - > Tailgate Takeover – East Carolina University
 - > Homecoming Extravaganza
 - > Celebration Bowl Meet and Greet



Eric Hart, Associate AD/Executive Director for Major Gifts

Recap of major gift activity for the AAF and the athletic department

- 2018 Major Gift Timeline
 - > Activities completed January 2018 – December 2018
- 2019 Activity
- AAF Goals for 2019 - 2020





2019 AAF Major Gift Activities

Current momentum

- First Pitch Baseball Banquet Recap
- N.C. A&T State University Volleyball Team – Italy 2020
- Endowment Conversations
 - > Dr. Charlene and Steve Green
 - > Marvin Christian
 - > Vernell Stallings
 - > Terrence Williams
- The Aggie Dome (future “Indoor Multi-Sport Player Development Complex”)
 - > Bank of America
 - > All-State



2019 – 2020 AAF Goals

Strategic plan for the AAF will influence comprehensive list of goals.

- Goal #1 – Annually raise \geq \$1M in private contributions to the AAF.
- Goal #2 – Increase AAF distribution to athletic department to \$500,000
- Goal #3 – Increase AAF membership from 1000 to 1200 members.
- Goal #4 – Establish five endowed scholarships to support athletic department.
- Goal #5 – Seek naming opportunities for two athletic department facilities.



Ponce Tidwell, Jr., Chairman of the Aggie Athletic Foundation

From the Executive Board

- Strategic Plan (3 – 5 years)
 - > Staffing
 - > Individual Donor Support
 - > Sponsorship Revenue
- Ongoing Engagement and Board Development (e.g. Advisory Council)
- Board Leadership