

Unlocking the Development Potential of Collegiate Athletic Bands

as part of a comprehensive program



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Setting the Stage

- We are “Associate Directors of Bands”
- We are “newbies”
 - Nick finishing his 4th year
 - Trey finishing his 5th year
- This is not an “Athletic Band”
Presentation

Enjoying the Benefits



WESTERN MICHIGAN UNIVERSITY

- Bronco Marching Band (5-year period)
 - Additional Endowments
 - Scholarships
 - 100 BMB students in 4 years
 - BMB Travel funds
 - Instruments
 - Outside (operational) funds
 - Meals/Snacks for students
 - Alumni-supported switch to digital delivery of music/drill (UDB app, etc.)
 - Increased relationship on-campus w/ students, faculty, administrators
 - Increased relationships off-campus w/ local businesses, fans, etc.
 - Increased interest in program on campus and from potential students
 - BMB flashmob performances
 - Future Bronco Days performances
 - On-campus conferences, etc.

Enjoying the Benefits



EASTERN MICHIGAN UNIVERSITY

- EMU Marching Band (4-year period)
 - Complete school-owned sets and/or additions of Yamaha:
 - Trumpets (silver)
 - Trombones (silver)
 - Alto saxophones
 - Tenor saxophones
 - Piccolos
 - Baritones
 - Scholarship Endowments
 - Professional Halftime Video/Commercials
 - Recording Sessions
 - Band Instructional Tower
 - Student “Swag”
 - Additional Meals
 - Halftime Show Enhancements
 - Increased interest in program on campus and from potential students

Defining the Need for Development

Desire to...

- provide increased experiences for students
- expand performance opportunities
- establish program relevance, stability, and validity
- recruit and retain new students

With the challenges of...

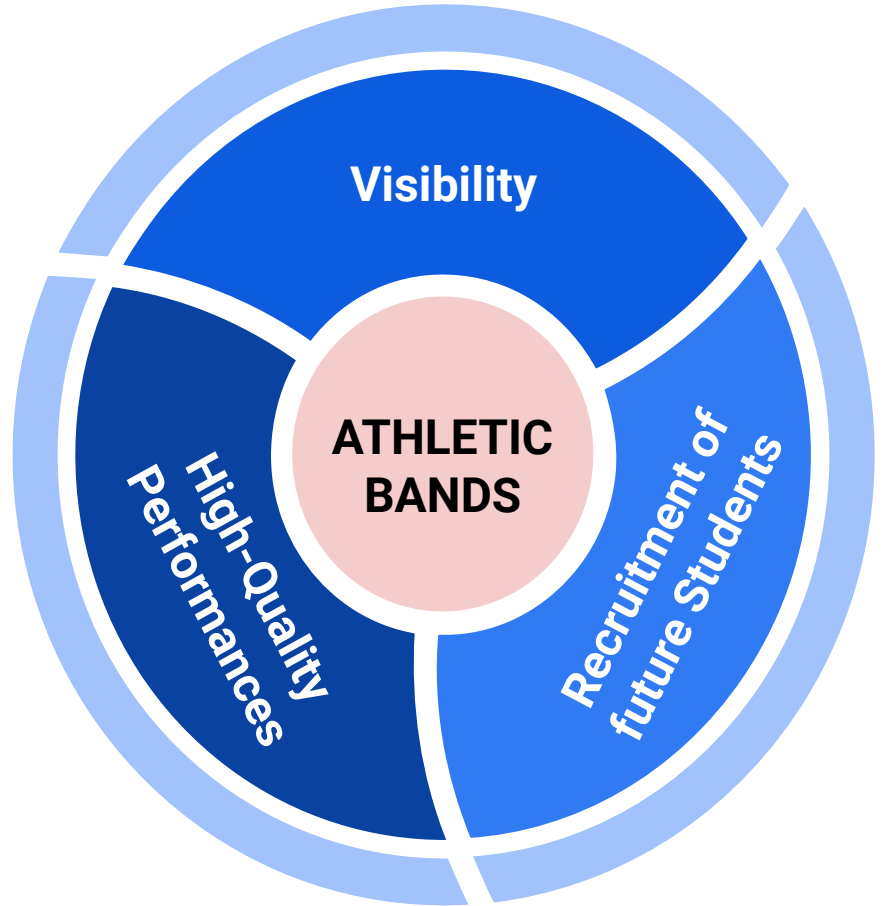
- unstable or shrinking budgets
- limited or lacking scholarships
- a non-dedicated development officer
 - Or no development officer at all

Defining the Need for Development

Impact to Our University Band Programs

- Increased involvement in non-major ensembles
- Increased pool of players for selection in music-major ensemble
- Increased perception to the importance and school-wide impact of band on campus
- Greater interest in investigating opportunities for band participation on-campus
- Opportunity to use athletics-generated funds to support non-athletics efforts as part of a comprehensive program

UNLOCKING POTENTIAL THROUGH ATHLETIC BANDS



“Model” Athletic Band Development Programs

Florida State University

- College of Music development officer
 - Not exclusive to Marching Chiefs
- Multiple dedicated funds
 - Over \$40K awarded to students in 2023
 - Massive growth since early 1990s
- FSU Giving Day– raised \$150K in 2023
- Funds dedicated to scholarships, travel, student costs associated with marching band participation

University of Michigan

- Two Dedicated Development Officers
- 134 endowments, built over 40 years; mostly within the last 25 years
- Approximately \$750k available yearly
 - 127 awards, 16 graduate awards
 - uniforms
 - instruments replaced every 7-years
 - Show production/design

Recent News – **The University of Texas**

Longhorn Band and Alumni Work to Become the Most Funded College Band in the Country

BY [KARINA KUMAR](#) IN [40 ACRES](#), JAN | FEB 2024 ON DECEMBER 30, 2023 AT 6:24 PM | [1 COMMENT](#)



“Band funding is also a University priority, according to Kostka. As [UT enters the Southeastern Conference](#), the University wants to ensure the Showband of the Southwest has the support to meet the higher standards that accompany the conference change.”

“The band is going to be on TV, and they’re going to be covered by larger audiences,” Kostka said. “There’s a bigger spotlight on them since they’re in a much more prominent athletic conference.”

“Band alumni are the biggest contributors to the Longhorn Band Legacy Fund, Kostka said. Many donate to preserve the fond memories they have of their own time in the band for the next generation of longhorns.”

Our “Development” Training

Our “Relationship” Training

Our “Relationship” Training

- Building trust with students
- Building trust with administration
- Building trust with colleagues
- Building trust with alumni
- Building trust with other stakeholders

Development = Creating Relationships
we can do that.

Starting the Conversation

EVENTS create *opportunities*

OPPORTUNITIES create *possibilities*

Development Events and Possibilities that Worked

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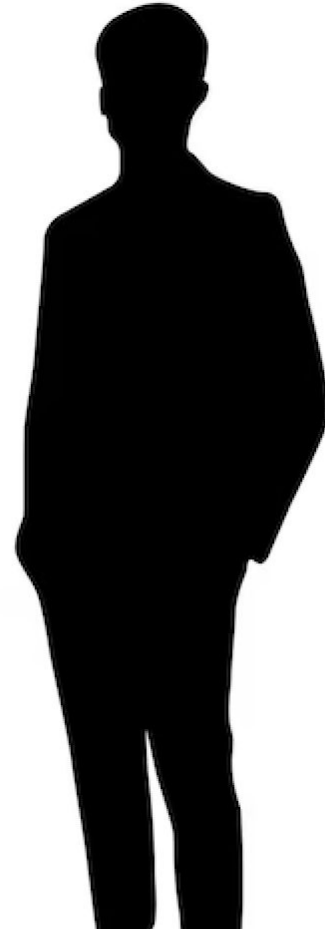


- Conduct *Fight Song* at pre-game or post-game concert
- Invitations to Band Banquet as “SPECIAL GUEST of the BMB”
- Open Rehearsals (end of band-camp week)
- Alumni Reception during Homecoming weekend
- “Marchathon”
- “Behind the Scenes” VIP Event

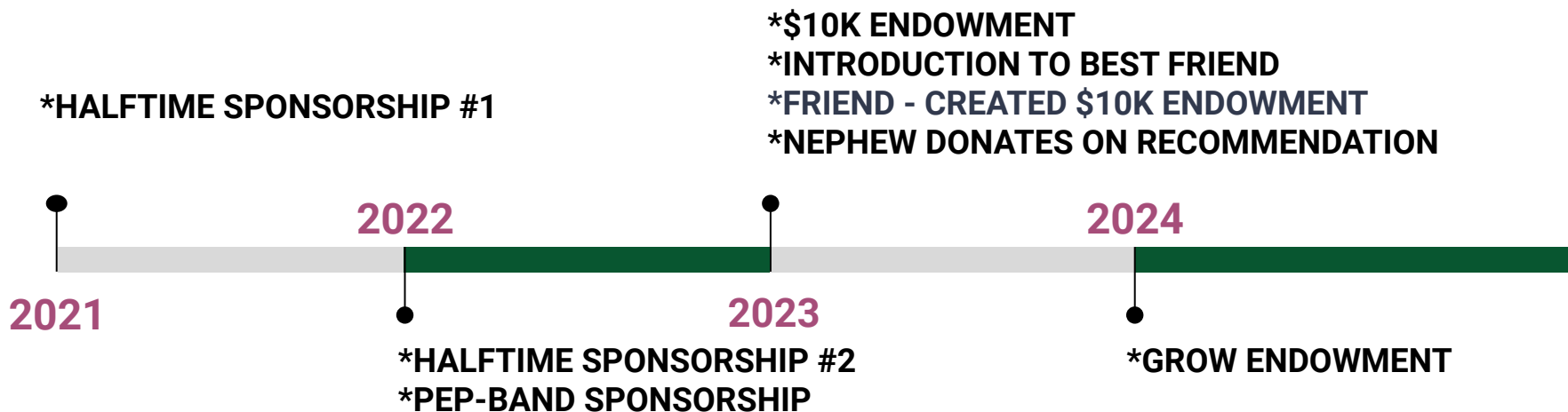
The Donor Journey

Meet *Richard*

- EMU Football team member (4 years)
 - “Not very good”
- Letter Winner
- Recent Prestigious Award Winner through Athletics
- Season Ticket holder for Football and Men’s/Women’s basketball
- *Sang in a choir a long time ago; never played an instrument; not really a “musician”*



Richard's \$29,000 Journey

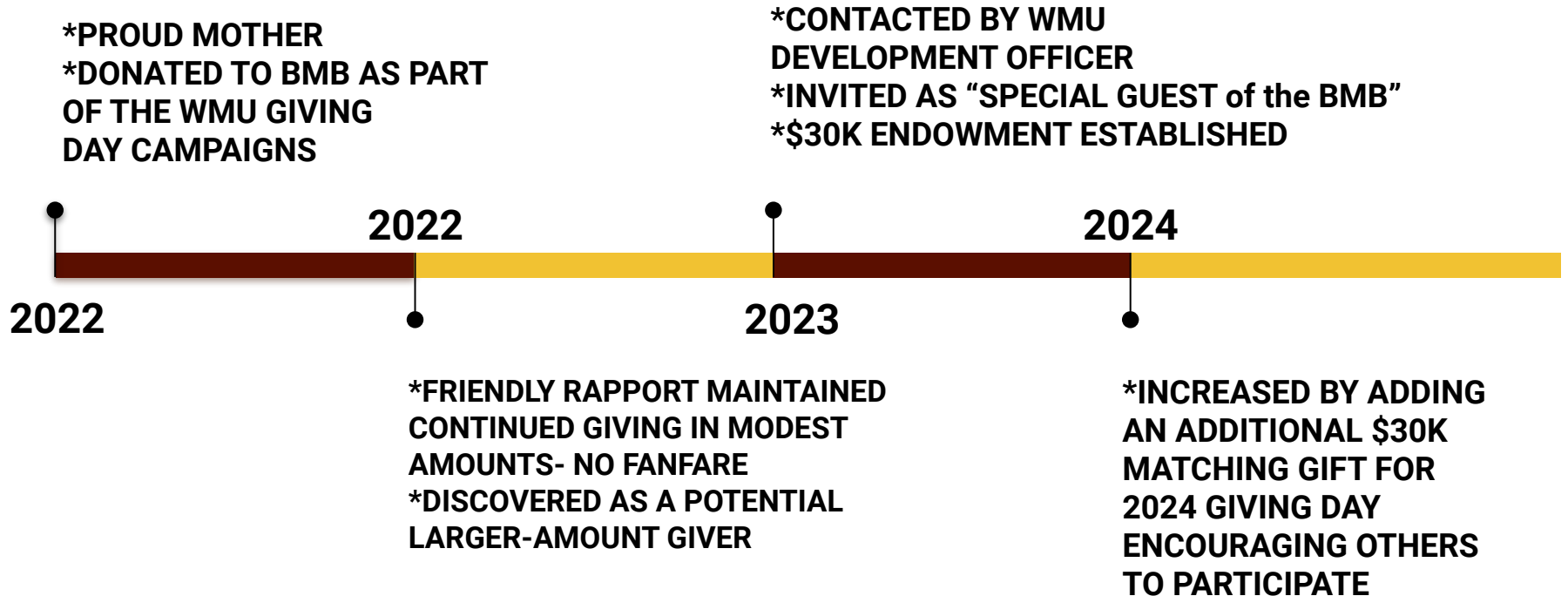


Meet *Stacie*

- Mother of 4-year Bronco Marching Band member/section leader
- Came to games and took pictures of the band
- Kept in touch after daughter graduated a few times/year
- Gave on WMU's Giving Day each year, but with no fanfare



Stacie's \$60,000 Journey



Campus “Donors”

Campus Engagement



- Upper Administration:
 - Professional Video Support from Marketing and Development Offices
- Athletics
 - Lunch for HS Students
 - “H.T. Enhancement Fund”
- Dining Negotiations/Exemptions
 - “Admissions” Rate

Templates for Today

Starting the Conversation

- **STEP ONE: FORM THE RELATIONSHIP**
 - No ulterior motives/expectations
 - Get to know the person
 - Establish connection to program

- **STEP TWO: FOLLOW-UP**
 - Office meeting, Informal Coffee or Lunch; invitation to gameday, special performance, or concert

- **STEP THREE: POP THE QUESTION**
 - At the right moment, be direct and ask the question: *frame it within your needs and tell how it's going to enhance the student experience*

POPPING THE QUESTION

- **MAKING THE ASK**
 - **Convey vision-Sell your program**
 - Let them know how it impacts the campus, community, students, alumni
 - What are the ensemble's members gaining from their participation?
 - **Be Personal**
 - How does their gift effect the student experience, and what makes *their* gift unique from others
 - **Give Options (\$1K, 5K, 10K, 50K...)**
 - Don't assume it's "too much"
 - **Read the Room & Follow Your Gut**
 - If they are sitting down with you, they likely want you to ask.

Start Today



- Marching Band/Pep-Band Season Tickets
- Halftime Sponsorships
- Pull Donation Lists from Development Office
- Go further with current donors
- Collaborate with your on-campus development team
- Different campus performances
 - Guerilla bands, Flashmobs, “Future Bronco” events, Campus conferences
- Administration– they need to see the outreach!



2020-2024

| CATEGORY | AMOUNT RAISED | % |
|----------------------|---------------|-----|
| MARCHATHON | \$27,467 | 26% |
| HALFTIME SPONSORSHIP | \$27,000 | 26% |
| OTHER SPONSORSHIP | \$7,470 | 7% |
| OTHER DONATIONS | \$7,000 | 7% |
| PEP-BAND | \$4,260 | 4% |
| ENDOWMENTS | \$32,000 | 30% |

\$105,197*

*TOTAL DOES NOT INCLUDE UNSOLICITED DONATIONS



2019-2024

| CATEGORY | AMOUNT RAISED | % |
|-----------------------------|---------------|------|
| “Friend of the BMB” tickets | \$300 | 0.05 |
| In-kind donations | ~\$10,000 | 1.8 |
| Drum Major Scholarship | \$34,000 | 6.1 |
| Giving Day (2019-2023) | \$2,500 | 0.4 |
| Technology Sponsorship | \$15,000 | 2.6 |
| New Endowments | \$500,000+ | 88.9 |

\$561,800*

*TOTAL DOES NOT INCLUDE UNSOLICITED DONATIONS

Questions?

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