



Air Force Academy Athletic Corporation partners with CaringCent to Generate New Donation Revenue Ahead of 2020-21 Athletic Year

Colorado Springs, COLO. – The Air Force Academy Athletic Corporation (AFAAC) has partnered with CaringCent to expand development efforts and generate new donations from Falcon supporters in Colorado and across the country. Through this collaboration, the AFAAC is leveraging CaringCent’s proven technology and skilled service to generate new donations by developing a unique and targeted set of fundraising appeals. These new donation offerings will help to maintain and expand Falcon Athletic Fund membership despite the impact of limited in-stadium attendance and Fall sport postponement.

CaringCent’s platform includes a smart process made up of new lead generation, activation of existing leads and intelligent tracking of ongoing engagement that results in new and engaged major gift and Falcon Athletic Fund leads. The Falcon Athletic Fund is utilizing CaringCent’s customized fundraising technology to generate new donations from activated leads that either live out-of-market or have not participated in the standard Falcon Athletic Fund offering. Together, the Falcon Athletic Fund and CaringCent are developing a fresh set of fundraising appeals targeted to different demographics of the Academy’s global supporter network.

“Air Force Athletics has a passionate fan base and global brand,” stated Air Force Academy Director of Athletics, Nathan Pine. “Our partnership with CaringCent will enable our department to continue to unlock the giving potential of the diverse groups of constituents who value our mission. Together, we will innovate through the challenges of the upcoming athletic year to provide our supporters unique digital engagement and customized fundraising opportunities.”

“Air Force Athletics has established a global brand, comprised of alumni, airmen and airwomen, parents and fans across the world,” stated Jim Wills, MD, CEO of CaringCent. “These different groups have different preferences for supporting the Academy. Together, we will leverage our technology and service under the Falcon Athletic Fund’s strategic direction to develop fundraising programs that optimize the giving of unique supporter groups.”

About Air Force Academy Athletic Corporation/Falcon Athletic Fund

The mission of the Air Force Academy Athletic Corporation (AFAAC) is to support the Air Force Athletic Department mission of producing leaders of character for our Nation. To generate the necessary revenue to support Air Force Intercollegiate Athletics and promote the Air Force Academy to the Nation through athletics. Air Force Academy has 27 Division I athletic teams and competes as part of the Mountain West Conference, the Southern Conference, Atlantic Hockey, Western Athletic Conference, the Big 12 Conference and the Western Water Polo Association. The Falcon Athletic Fund is the fundraising arm of Air Force Athletics and is



responsible for generating the philanthropic required to provide a first-class, transformational experience for over 1,000 athletes across 27 intercollegiate sports.

About CaringCent College Athletics

CaringCent College Athletics collaborates with athletic departments across the country to unlock the full donation potential of their fan bases through innovative technology staffed by our industry experts. This collaboration enhances the efficiency and impact of the core competencies of development teams by generating new, activated major gift and scholarship club leads. In addition, CaringCent's technology and customized donation programs generate new donations from supporters who live out-of-market, have not renewed their scholarship club membership or have the capacity to provide more support.

Together, we activate and mobilize all existing donation opportunities with smart technology and service, under your editorial control.