



CaringCent Posts Record 3rd Quarter in College Athletics Fundraising

Albuquerque, NM – CaringCent and its proprietary fundraising technology and service offering is once again paying dividends to its stable of partners. In the past quarter, the company has successfully executed 8 fundraising campaigns totaling over \$850,000 in new revenues for its partners. These campaigns centered around the kick-off of the 2020 college athletic season although the company found creative alternatives for those partners whose season had been delayed.

“With the return to competition and limited fan attendance, we created ways to package our core fundraising technologies to supercharge development efforts to capture all available support,” said CaringCent CEO, Dr. Jim Wills. “We’ve accumulated incredible intelligence around how to optimize these technologies and our collaborative model seamlessly supports existing department staff while they focus on core efforts.”

CaringCent is now taking a similar approach as the attention on many campuses turns to the winter sports such as college basketball and hockey. The company will soon be launching "Fast Break Fundraising" and "Power Play Fundraising" development packages aimed at the start-up of those respective seasons, applying the intelligence gained from its ongoing fundraising success.

Dr. Wills adds, "These two turnkey fundraising packages focus on supporting athletic departments efforts to capture all available financial support from fans across the country as marquee Winter Sports get underway." The company also plans to combine these efforts with what is a traditionally a strong consumer shopping season around the holidays to maximize the impact of its proprietary SwipeGive technology.

CaringCent launches these fundraising packages in the midst of a staff expansion in direct response to the company’s recent growth. As part of this move, CaringCent will add an additional Vice President of Partnership Services to focus exclusively on providing expert advice and guidance to its stable of clients. "We need to be close to our University partners to come alongside them and constantly be identifying opportunities to generate new fundraising dollars," said Dr. Wills.

Other parts of the expansion include adding additional digital communication and fundraising expertise to the team, focusing on bringing additional subject matter expertise that powers the company’s continued innovation and leadership in college athletics expansion.

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.