

2017 APTA Board Meeting

Fundraising Committee

Mission Statement: The APTA Fundraising Committee seeks to educate its membership about the initiatives the APTA funds, provide multiple opportunities for the membership to support these initiatives monetarily, and be good stewards of the donated funds.

Accomplishments: We are pleased to report that we raised over \$27,000 for our Annual Fund, exceeding our goal by \$12,000. We were able to reach our membership through interviews on the APTA Network, as well as adding donation buttons to the website and email blasts.

Goals:

- 1) Creating a special interest column in the *Platform Tennis Magazine*
- 2) Endowment Fund initiative: We have received a significant endowment pledge (\$200,000) and will look for donations with the goal of earning a matching gift.
- 3) Adding specialized auctions, at tournaments and online.
- 4) Recognizing our donors: With a minimum \$100 donation, members receive an APTA flash drive and personalized thank you letter.

Fund	# Donations 2016/17	\$ Raised 2016/17
Annual Fund	79	\$27,148
Endowment Fund	7	\$58,611
Junior Nationals	11	\$4,950
Special Projects	2	\$5,000

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