

**University of Wyoming  
Board of Trustee's Meeting  
September, 2021**

**Cowboy Joe Club (CJC) Report**

1. CJC revenue figures --- September 13, 2021
  - **\$3.66 Million in pledges and \$3.4 Million in cash received**
    - o **Increase of \$411,047 in cash received compared to the same time last year**
    - o **Increase of \$81,000 in cash received compared to same time in 2019**
  - **3,794 members renewed compared to 3,436 (up 358) the same time last year**
  - Positives
    - o Increase in cash received compared to 2020 **as well as** 2019 numbers....very encouraging.
    - o Several existing donors are increasing their donations this year (110% campaign) – over 1,000 members have either increased their donations or became new donors in 2021. Calendar incentive has been very popular.
2. Mobile ticketing and parking this fall!! Very convenient for most fans. Print at home option still available.
3. Cowboyjoeclub.com website redesign & update. Launched in July. Significant improvement in information and graphics.
4. Partnered with **Rally Give** over the past year. Have had several fundraising campaigns including the most recent....pledges based on the success of the football team/season. Raised nearly \$18K in revenue in the first couple of weeks. (Pledges based on # of TD's, wins, MWC Championship, etc.)
5. Cowboy Joe Club Golf Series
  - Net revenue \$188K (increase from both 2020 and 2019 numbers)
    - o Highest grossing events (Evanston, Sheridan, Colorado, Rock Springs, Cheyenne, Worland – in that order).
  - 1,100 participants in 11 locations in WY, CO & AZ
  - (6) additional outreach events prior to golf event the night before (Worland, Sheridan, Jackson, Rock Springs, Evanston & Casper)
6. Cowboy Joe Club Auction
  - Friday, October 15<sup>th</sup>. Nearly sold out at capacity of 700 at Little America in Cheyenne.
  - To reserve seats or a table for the Cowboy Joe Club Auction, please call 307-766-6242 or email [cjcmain@uwyo.edu](mailto:cjcmain@uwyo.edu) or [rwelniak@uwyo.edu](mailto:rwelniak@uwyo.edu)