

**University of Wyoming  
Board of Trustee's Meeting  
July 8, 2021**

**Cowboy Joe Club (CJC) Report**

1. CJC revenue figures --- July 7, 2021
  - **\$3.35 Million in pledges and \$2.98 Million in cash received**
    - o **Increase of \$235,708 in cash received compared to the same time last year**
    - o **Increase of \$146,000 in cash received compared to same time in 2019**
  - **3,407 members renewed compared to 3,273 (up 134) 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!! More details to follow. (Savings of \$50-\$65K in printing expense) Will see quite a bit of information this summer (tutorials, videos, etc.) Should be very convenient for most fans. Will still have a print at home option for ticket and parking.
  
3. Cowboyjoeclub.com website redesign & update. Launching in July. Should see significant improvement in information and graphics. Ease of making donations should be improved as well.
  
4. Cowboy Joe Club Golf Series
  - Anticipated net revenue \$170K+ (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)
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5. Cowboy Joe Club Auction
  - Friday, October 15<sup>th</sup>. Plan to be at/near full capacity 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)