**University of Wyoming**

**Board of Trustee’s Meeting**

**March 24, 2021**

**Cowboy Joe Club (CJC) Report**

1. Staffing

* Interviewing for Director of Development position to replace Kyle Smith (received an offer from USA Triathlon in Colorado Springs) – Plan to hire by May 1st

1. CJC revenue figures --- March 16, 2021

* **$2.18 Million in pledges and $1.72 Million in Cash received** 
  + **Increase of $3,950 in cash received compared to the same time last year**
* **1,968 members renewed compared to 2,198 (down 230) the same time last year**
* Positives
  + Slight increase in cash received compared to 2020
    - This is in spite of moving our Football season ticket renewals a month later than last year
  + Several existing donors are increasing their donations this year (110% campaign)
* Challenges/Opportunities
  + Need to focus on the non-renewals & the fund drives in outlying counties in April & May – these fund drives did NOT occur last year due to Covid
  + Still some apprehension in renewing memberships until they are comfortable knowing games will be played this fall. We have several “transactional” donors who join simply for parking/seating benefits

1. Cowboy Joe Club membership drives

* Laramie County – January 11 - 29th (27 volunteers)
* Albany County – February 1 – 19th (35+ volunteers)
* Natrona County – March 1 - 12th
* Colorado & remaining counties in WY – April & May

1. Football Season ticket renewals started March 1st

* Significant number have credits from 2020 that will be applied to 2021

1. Cowboy Joe Club Golf Series (see attached)

* Arizona – April 3rd (Joint fundraiser with the Men’s & Women’s Golf Teams)
  + 90+ players registered
* Hope to continue to take advantage of the popularity of these events this summer

1. Cowboy Joe Club Auction

* Tentatively planned for Friday, October 15th – Plan to be at/near full capacity at Little America