



FISU
WORLD
UNIVERSITY
GAMES

North Carolina Organizing Committee for the 2029 FISU World University Games

Position: DEVELOPMENT DIRECTOR

The Opportunity: The North Carolina Organizing Committee seeks a dedicated and dynamic fundraising professional to lead fund development programs and special initiatives in support of the World University Games which will take place July 11-22, 2029, in North Carolina’s Triangle and Triad regions.

Compensation Range: \$120,000 to \$150,000 on an annual basis plus benefits, including medical coverage. The range indicated is what NCOC reasonably expects to pay as starting base compensation for the Development Director position, with actual compensation to be based on the individual candidate’s experience, qualifications, and other applicable criteria. NCOC does not provide relocation assistance.

North Carolina Organizing Committee (NCOC): NCOC is a 501(c)(3) non-profit organization that serves as the Local Organizing Committee for the 2029 World University Games. NCOC’s offices are located at 401 Harrison Oaks Boulevard, Suite 210, Cary, NC 27513; Tel: (919) 678-1651.

World University Games (WUG): Established in 1959 by the International University Sports Federation (FISU), the World University Games are held biennially in odd years and are considered the “Olympics” for college and university students (ages 18-25) from around the world. The WUG is the second-largest global Olympic multisport event behind only the Summer Olympics. The Games feature more than 10,000 participants, who are affiliated with 600+ universities, in over 150 countries. These athletes participate in 275 competitions in 18 Olympic sports over a 12-day period. The competitions showcase national collegiate teams and talented individuals representing their respective countries and competing for gold, silver, and bronze medals. Visit fisunet.net.

2029 World University Games (WUG2029): The 2029 World University Games will be held July 11 to 22, 2029, at 40+ major sports venues stretching from Downtown Raleigh to the Greensboro Coliseum Complex, including facilities at 13 colleges and universities in the state’s Triangle and Triad regions. The Games are projected to receive more than 3,000 hours of international broadcast coverage with a worldwide viewing audience of over 400 million. WUG2029 attendance is projected to be 600,000 people. The Games’ economic impacts, based on third party independent studies of recent Games, will range from \$150 to \$370 million or more. WUG2029 is expected to be the largest event ever held in the state of North Carolina. Visit ncusa2029wug.com.

Current Status: After FISU awarded the 2029 World University Games to NCOC in January 2023, the remainder of 2023 was spent securing financial investments from the State of North Carolina and from other partners, including Capitol Broadcasting Company and Wake County. Additional financial support has come from several North Carolina-based foundations, small businesses, and individuals. June 2024 marks the launch of NCOC’s efforts to build a full-time professional staff, including seeking candidates for the Development Director position.

Job Description and Responsibilities

At a minimum, the NCOC Development Director will hold a bachelor's degree from an accredited college or university and have five years of progressively responsible professional experience with an emphasis on successfully planning, implementing, and managing comprehensive fundraising campaigns. These campaigns should encompass soliciting financial commitments from individuals, foundations, governmental agencies, corporations, and other non-profit entities. The successful candidate will have some experience with developing and securing sponsorships and have a strong working knowledge of North Carolina and university philanthropy. The Development Director will be a conscientious, well-organized, goal-oriented, self-directed, and people-centric team player. The Development Director will report to the CEO of the 2029 FISU World University Games.

Responsibilities will include:

- **Fundraising Plan:** Initially, the Development Director will be charged with creating a realistic Fundraising Plan for the 2029 World University Games. The plan will address identifying, cultivating, and soliciting contributions from individuals, foundations, corporations, government agencies, and other non-profits with a goal of raising \$10 million in cash contributions from 2024 through 2029. The Fundraising Plan will detail the strategies and tactics needed to secure financial commitments, including major gifts, corporate contributions, grants research and proposal writing, direct mail initiatives, online and social media campaigns, and special events. Even though it is critical to the long-term success of WUG2029 that North Carolina-based entities have substantial financial stakes, the plan will address strategies and tactics for engaging national prospects, in particular ones with financial and cultural ties to North Carolina and an interest in Olympic-styled athletic competitions. The Fundraising Plan will include fundraising income targets for each year of the five-year campaign along with a breakdown of how annual targets will be achieved. The plan will include a stewardship program to ensure that all gifts are appropriately acknowledged, contributor relationships are well-maintained, and donors remain highly invested in a successful WUG2029 throughout the campaign.
- **Execution and Reporting:** Upon Fundraising Plan approval, the Development Director is expected to successfully execute the plan, monitor its implementation, adjust it as required, and report on its progress in a timely manner.
- **Documentation:** The Development Director will be charged with creating all essential fundraising materials, forms, online platforms, grant applications, contributor and sponsorship agreements, grant reports, and other necessary documents. The Development Director will develop and maintain a prospect/contributor tracking chart, or use a donor management platform, that will be distributed every other week to provide a clear picture of where things stand with recruitment and closure of financial commitments.
- **Sponsorships:** The NCOC currently has two general levels of sponsorships: Partners at \$625,000 and above, and Supporters at \$500,000 and below. The Development Director will be a member of the NCOC Sponsorship Team and will be expected to be familiar with the details of NCOC sponsorships, including current sponsors, sponsorship amounts, sponsor prospects, and sponsor benefits. The Development Director will assist with sponsorship strategies, sponsorship planning, sponsor recruitment, and sponsor services support.
- **Budgeting:** The Development Director will develop a detailed expense budget estimating costs required to execute the Fundraising Plan over its timeframe.
- **Relationships:** A significant key to fundraising success is building and maintaining strong relationships. Along with cultivating the relationships needed to secure sufficient funds to meet the Fundraising Plan goal, the Development Director will foster and strengthen those relationships throughout the period leading up to and through WUG2029. This will involve regular communications and outreach to contributors and including them in all WUG-related special events and activities leading up the Games in July 2029. Moreover, the Development Director will maintain up-to-date and complete, detailed contact information for every prospect and each contributor.

- **Games Time:** During the Games in July 2029, the Development Director will be responsible for facilitating access and involvement for all contributors to the fundraising campaign, including ensuring proper credentialing, offering donor hospitality, providing competition tickets, and delivering other donor benefits promised by NCOC and/or needed to ensure the bond with contributors stays strong and positive to and through WUG2029.
- **Special Events:** In conjunction with the Games CEO, Sports Director, and other staff, the Development Director will offer concepts, then assist with planning and executing them, for special events designed to promote, market, and support the 2029 World University Games, and to fundraise for the organization.
- **Ambassador Mindset:** Every WUG2029 staff member is expected to be an ambassador for the event, helping spread the word about the Games, creating awareness and excitement, and representing the Games and NCOC in a positive, professional way both at work and out in the community.
- **Department Budget:** No later than 30 days prior to the end of each calendar year, the Development Director will present and explain to the CEO the WUG Development Department goals and plans for the following year, accompanied by a proposed Development Department budget for the upcoming year. The presentation will consist of an interactive discussion intended to lead to an approved annual budget for the department for the following calendar year.
- **General Administration & Management:** The Development Director will assist with the general administration and management of the Games organization, including interns, as appropriate and needed.

Note: The Development Director, who will join the NCOC in the early/start-up phase of Games' planning and development, will understand that the position and responsibilities will evolve and change over time, based on NCOC organizational growth and future contingencies and opportunities. Therefore, flexibility and willingness to be a total team player will be important for ongoing success in the position.

APPLICANTS: By **Thursday, July 25, 2024**, please email your current resume with an appropriate cover letter addressed to Development Director Opportunity, 2029 World University Games, 401 Harrison Oaks Blvd, Ste. 210, Cary, NC 27513. info@trianglesportscommission.com. Please include WUG2029 Development Director Opportunity in the subject line of your email.