

ANALYSIS OF FINANCIAL DONORS TO
OKLAHOMA STATE UNIVERSITY'S
ATHLETIC DEPARTMENT

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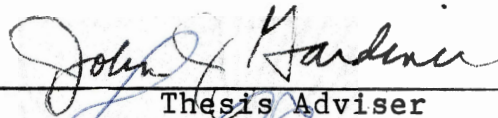
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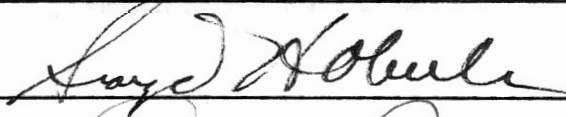
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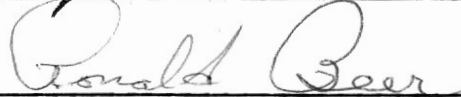
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TABLE OF CONTENTS

Chapter	Page
I. THE RESEARCH PROBLEM.	1
Introduction	1
Significance of the Study.	4
The Problem.	5
Assumptions.	6
Research Questions	6
Limitations.	7
Definitions of Terms	7
II. REVIEW OF THE RELATED LITERATURE.	9
Theoretical Overview	9
Compliance Theory	9
Demographic Characteristics	10
Biological and Socialization Theories.	11
History of Financing Intercollegiate Athletics.	12
Retrenchment as a Solution.	13
Funding From the Private Sector	14
Academic and Athletic Fund Raising.	15
Developing an Effective Fund- Raising Organization and Methods of Solicitation	16
Donors	20
Who Donates to Intercollegiate Athletics?.	20
Women as Donors	21
Demographics of Women in Education and in the Work Place	24
Non-Donor Characteristics and Attitudes	26
General Characteristics and Attitudes of Donors	27

Chapter	Page
III. METHODOLOGY	30
Design of the Study.	30
Description of the Population and Sample	30
Description of the Survey Instrument	32
Data Collection.	33
Validation of the Instrument	34
Reliability of the Instrument.	35
Data Analysis.	37
IV. ANALYSIS OF THE DATA.	39
Introduction	39
General Findings	41
Demographic Characteristics By Age, Gender, and Income	43
Gender By Age	43
Distance From Campus By Age, Gender, and Income.	46
Distance From Campus By Age.	46
Distance From Campus By Gender	49
Distance From Campus By Income	51
Income By Age and Gender.	55
Income By Age.	55
Personal Income By Gender.	58
Reason for Visiting Campus By Age, Gender, and Income.	61
Reasons for Campus Visitation By Age	61
Reasons for Campus Visitation By Gender.	64
Reasons for Campus Visitation By Income.	66
Alumni Status By Age, Gender, and Income.	71
Alumni Status By Age	71
Alumni Status By Gender.	73
Alumni Status By Income.	73
Highest Degree Earned By Age, Gender, and Income.	77
Highest Degree Earned By Age	78
Highest Degree Earned By Gender.	80
Highest Degree Earned By Income.	80
Job Classification By Age, Gender, and Income.	85
Job Classification By Age.	85
Job Classification By Gender	88
Job Classification By Income	88

Chapter	Page
Attitudes of Posse Donors By Age, Gender, and Income	94
Sport Attendance by Age, Gender, and Income.	94
Sport Attendance By Age.	97
Sport Attendance By Gender	100
Sport Attendance By Income	101
Preferred Method of Solicitation By Age, Gender, and Income	106
Method of Solicitation By Age.	106
Method of Solicitation By Gender	109
Method of Solicitation By Income	112
Preferred Contacting Person By Age, Gender, and Income	116
Preferred Contacting Person By Age	116
Preferred Contacting Person By Gender.	121
Preferred Contacting Person By Income.	126
Reasons for Donating By Age, Gender, and Income.	131
Reasons for Donating By Age.	134
Reasons for Donating By Gender	137
Reasons for Donating By Income	140
General Area Allocation By Age, Gender, and Income.	146
General Area Allocation By Age	146
General Area Allocation By Gender	149
General Area Allocation By Income	149
General Sport Allocation By Age, Gender, and Income.	154
General Sport Allocation By Age.	154
General Sport Allocation By Gender	156
General Sport Allocation By Income	156
Specific Sport Allocation By Age, Gender, and Income.	161
Specific Sport Allocation By Age	161
Specific Sport Allocation By Gender	165
Specific Sport Allocation By Income	165

Chapter	Page
V. FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS. . .	170
Introduction	170
Findings	171
Conclusions.	179
Recommendations for Policy Change.	180
Recommendations for Future Research.	181
Recommendations for Fund-Raising Strategies	181
REFERENCES	184
APPENDIX A - RESEARCH INSTRUMENT	190
APPENDIX B - COVER LETTERS AND FOLLOW-UP LETTERS TO RESPONDENTS.	194
APPENDIX C - RELIABILITY TEST RESULTS.	199
APPENDIX D - VALIDITY TEST RESULTS AND QUESTIONNAIRE RATING SYSTEM	202

LIST OF TABLES

Table	Page
I. Gender By Age	44
II. Distance From Campus By Age	47
III. Distance From Campus By Gender	50
IV. Distance From Campus by Income	52
V. Personal Income By Age	56
VI. Gender By Income	59
VII. Reasons For Visiting Campus By Age	62
VIII. Reasons For Visiting Campus By Gender.	65
IX. Reasons For Visiting Campus By Income.	67
X. Alumni Status By Age	72
XI. Alumni Status By Gender.	74
XII. Alumni Status By Income.	75
XIII. Highest Degree Earned By Age	79
XIV. Highest Degree Earned By Gender.	81
XV. Highest Degree Earned By Income.	82
XVI. Job Classification By Age.	86
XVII. Job Classification By Gender	89
XVIII. Job Classification By Income	91
XIX. Sport Attendance Preference By Age	95
XX. Sport Attendance Preference By Gender.	99
XXI. Sport Attendance Preference By Income.	102

Table	Page
XXII. Preferred Method of Solicitation By Age107
XXIII. Preferred Method of Solicitation By Gender110
XXIV. Preferred Method of Solicitation By Income113
XXV. Preferred Contacting Person By Age117
XXVI. Preferred Contacting Person By Gender.122
XXVII. Preferred Contacting Person By Income.124
XXVIII. Reasons For Donating By Age.132
XXIX. Reasons For Donating By Gender138
XXX. Reasons For Donating By Income141
XXXI. General Area Allocation By Age147
XXXII. General Area Allocation By Gender.150
XXXIII. General Area Allocation By Income.151
XXXIV. General Sport Allocation By Age.155
XXXV. General Sport Allocation By Gender157
XXXVI. General Sport Allocation By Income159
XXXVII. Specific Sport Allocation By Age162
XXXVIII. Specific Sport Allocation By Gender.164
XXXIV. Specific Sport Allocation By Income.166

CHAPTER I

THE RESEARCH PROBLEM

Introduction

During the 1960's and 1970's most athletic programs and higher education in general enjoyed a time of growth and prosperity. Enrollments in higher education increased from 3,216,000 students in 1960 to 8,498,000 students by 1970. Income to finance higher education increased from \$5.76 billion in 1960 to \$21.52 billion by 1970 (Brubacher and Rudy, 1976). By 1976, gross receipts for the National Collegiate Athletic Association (NCAA) championships totaled a record \$6,616,718. Paid attendance at NCAA National Championship events reached an all-time high of 719,118 (NCAA Annual Report, 1977). Five of the seven major national collegiate football conferences experienced all-time high attendance records during the 1976 season. Michigan won the national attendance championship for football with an incredible 103,159 average for seven home games (NCAA Television Committee Report, 1977).

However, the 1980's were a reversal of the 1960's and 1970's in regard to growth and prosperity. General student enrollments stagnated or declined (Keller, 1983; Mayhew,

1983; Mingle, 1981). State revenues leveled off to maintenance levels (Keller, 1983). The Chronicle of Higher Education reported that in 1983 state legislatures gave higher education the smallest appropriation increase in more than twenty years (Magarell, 1983).

Similar funding problems also took place in intercollegiate athletics. The Chronicle of Higher Education stated that from 1977 to 1981 funding of NCAA intercollegiate athletics teams increased by 75 percent. The Chronicle further indicated that a major reason for the increased cost was the expansion of women's athletic programs (Crowel, 1983). Other reasons for the financial strains of the 1980's included inflation, construction and repair of stadiums and arenas, reduced state funding, and increased capital spending (Hammersmith, 1983).

During the 1980's, higher education and intercollegiate athletics attempted to maintain and improve the quality of their programs. One solution was to increase revenue production by developing aggressive fund raising foundations. Michael J. Worth (1985) stated:

Possibly the two most significant trends in educational fund raising in the past decade have been the growth of private philanthropic support of public higher education and the emergence of aggressive development programs at public colleges and universities (p. 1).

Stanford University, for example, was in the process of raising \$1.1 billion from private donations. In addition, small colleges were effectively raising funds in the private sector. Depauw University, with an enrollment of

2300, recently completed a fund-raising campaign that totaled \$122 million (Chronicle of Higher Education, 1987). In 1982, 11 percent of all money raised by NCAA athletics came from private donations (Raiborne, 1982). At Oklahoma State University, the Foundation for Athletic Gifts raised \$2.2 million in 1988. This total equaled approximately 20% of the total Oklahoma State University athletic budget (Hopkins, 1988).

A key element in the development of an effective fund-raising campaign was the identification of potential donors. According to Alderman (1974):

If one can accurately identify what traits exist within a person, and to what degree he possesses each of them, it is thought that one can proceed to predict how the person will act in the future, or at least be able to explain current behavior. If the means for accurately identifying these traits are valid and reliable, then the observer possesses a powerful instrument for analyzing human behavior (p. 127).

The identification of attitude and characteristics of potential donors to an athletic department was an important ingredient in the development of a successful fund-raising campaign. Kathleen S. Kelly (1982) further emphasized the point of doing market research on donors.

Without research, you are trying to communicate with and influence the behavior of an unknown audience. With research, you can predict which prospects have the highest probability of giving before you solicit them (p. 33).

Little research had been done in the area of identifying the demographic characteristics and the attitudes toward giving on the part of individuals who

donate to an athletic department. One exception was a study done by Veronica Hammersmith. Her dissertation, The Development of a Survey Instrument to Provide Donors to Athletics, examined demographic characteristics and attitudes of financial donors to the West Virginia University Athletic Department. In Hammersmith's recommendation for further study, she indicated that more research is needed in discriminating between the characteristics and attitudes of male and female donors. To add greater emphasis to Hammersmith's recommendation; J. Edwards and L. Bender (1983) stated:

One of the most often quoted statements is that 'women control a majority of the wealth in our nation.' If this is true, women should be actively courted as donors to foundations and as board members (p. 3).

A review of the literature indicated that men's and women's attitudes about money, philanthropy, and their roles in society were different (Worth, 1985; Edwards and Bender, 1983; Chesler and Goodman, 1976). The Lindermann study (1983) indicated that personal income was an important variable in whether individuals donated to higher education. Hammersmith (1983) showed that age was a key variable in athletic donations.

Significance of the Study

As intercollegiate athletics increase their dependence on donations from the private sector, and because one of the key elements in the development of an effective fund-

raising campaign was to identify clearly characteristics and attitudes of potential donors, research was needed to help describe these characteristics and attitudes.

If, in fact, the literature was correct in saying that women control much of the wealth of this country, that they were establishing themselves as business managers and leaders, and that they were rejecting many of the old stereotype attitudes about how women should behave, it would be meaningful to identify the demographic characteristics and attitudes of donors to the OSU Posse. If athletic fund raisers wanted to clearly identify submarkets according to age and income level, it would be important to study the attitudes and characteristics of donors from these categories.

This investigation aided athletic directors and fund raisers in athletics in developing appropriate strategies that enabled them to identify more accurately potential donors to an athletic program.

The Problem

The purpose of this study was to compare the demographic characteristics and the attitudes of donors to the Oklahoma State University Posse when considering the categories of gender, age, and income. The theoretical foundations for the study were built upon two marketing theories: (1) compliance theory; and (2) the necessity for demographic information. The study was also supported by

theories that addressed differences between the sexes.

Assumptions

This study was based upon the following underlying assumptions:

1. Donors who agreed to participate as subjects were typical of the donors to the Oklahoma State University Posse.
2. Subjects understood the directions given in the survey questionnaire and honestly responded to the statements.

Research Questions

1. What are the demographic characteristics of donors to the OSU Posse when considering the categories of gender, age, and income?
2. What are the preferences of attending OSU athletic events of donors to the OSU Posse when considering categories of gender, age, and income?
3. What are the preferred methods of being solicited among donors to the OSU Posse when considering the categories of gender, age, and income?
4. Who do donors to the OSU Posse prefer being contacted by when making their donation, when considering the categories of gender, age, and income?
5. What are the primary motivating factors for making a contribution by donors to the OSU Posse when considering categories of gender, age, and income?
6. How do donors to the OSU Posse prefer that their donation be allocated when considering categories of gender, age, and income?
7. What specific OSU sports would donors to the OSU Posse prefer their donation support when considering categories of gender, age, and income?

Limitations

1. Generalizations of the results of the study are limited to the population that the sample was randomly drawn from, which was donors to the OSU Posse.
2. The study is limited to the ability of the subjects to interpret the directions and the various items on the assessment instrument.
3. The study is limited to the accuracy and honesty with which the subjects report their demographic characteristics and attitudes toward donating to intercollegiate athletics.

Definition of Terms

Attitudes - are positions people uphold and cherish about objects, issues, people, groups or institutions (Willmer, 1987).

Biological Theory - differences in the sexes are a result of genetic differences of males and females (Spence, 1981).

Compliance - the process of getting other people to say yes to your requests (Cialdine, 1987).

Demographic characteristics - the study of the distinguishing traits or qualities of a human population (The Merriam-Webster Dictionary, 1974).

Donor - one who made at least a donation of \$50 to the OSU Posse.

Female donors - women who donate \$50 or more to the OSU Posse; they may be married, single, divorced, or widowed.

Income - money earned solely by the individual filling

out the survey.

Joint Income - income earned by the individual filling out the survey and/or spouse's income.

Male donors - men who donate \$50 or more to the OSU Posse; they may be married, single, divorced, or widower.

OSU Posse - The official name of the Oklahoma State University Athletic Booster.

Revenue Sports - OSU revenue sports include: football, basketball, baseball, and wrestling.

Socialization Theory - differences in the sexes are a result of different life experiences of men and women throughout their life cycle (Spence, 1981).

CHAPTER II

REVIEW OF THE RELATED LITERATURE

Theoretical Overview

This study was primarily founded upon three theories. They were: (1) compliance theory (Cialdine, 1987); (2) demographic information (Pressat, 1972); and (3) sex differences as a result of biological and socialization differences (Maccoby & Jacklin, 1972).

Compliance Theory

Compliance theory, as explained by Robert B. Cialdine (1987) of Arizona State University, is "the process of getting other people to say yes to your requests." There are six primary principles involved in the compliance theory. They are: (1) Reciprocity, this is the obligation one feels to return a favor for receiving one; (2) Authority, authority figures that influence one to perform certain tasks; (3) Commitment, the feeling of supporting something that someone has taken a "stand on" that one approves of; (4) Consensus, the influence of wanting to do what the "rest of the people" are doing; (5) Scarcity, the desire to have something simply because there is little of

it available; (6) Friendship/ Liking, the feeling that one would prefer complying to a request of people they know and like. As the literature was reviewed, it was found that athletic fund raisers were using these compliance principles regularly in their fund-raising efforts.

Demographic Characteristics

As athletic fund raising became more sophisticated, professional market research procedures became an important aspect of a fund-raising campaign (Sutton, 1987). One of the most important areas in identifying potential donors was collecting demographic information about those who had already donated. Romasco (1981) in "How to Make Market Research Work for You," stated:

(Demographics)...are essential in profiling who exactly constitutes your market. This is also basic baseline information. Are they men or women? Young or old? Married or single? What are the income levels?...This (sic)data...produces remarkably valuable guidance for use in communicating with current and potential donors (p. 2).

Pressat (1972) stated in his book, Demographic Analysis, that:

Demography is the discipline that seeks a statistical description of human populations... (Originally) demography was interested only in large, territorially well-defined groups. Little by little, the field of investigation has been extended. It has become apparent that demographic considerations have their place in groupings much smaller and much more specific...Demographic inquiries (or surveys) usually involve the collection of data on a small scale based on individual questionnaires (p. 1, 5, 6)

This study was conducted through the use of a survey questionnaire that was designed to provide demographic information about the donors to the OSU Posse.

Biological and Socialization Theories

In The Psychology of Sex Differences by Maccoby and Jacklin (1974), the authors assembled a large body of evidence concerning how the sexes differ. After reviewing literally hundreds of studies, they found that males and females differ psychologically in only four ways: (1) females have greater verbal ability than males; (2) males excel in visual-spatial ability; (3) males excel in mathematical abilities; and (4) males are more aggressive than females. These psychological differences are hypothesized to be the result of two theories on how males and females differ: (1) biological theory; and (2) socialization theory (Maccoby & Jacklin, 1974). Spence (1981), a research psychologist at the University of Texas at Austin stated:

At one extreme are theories who propose that their (sex differences) are completely to be found in the socialization pressures to which each sex has been subjected and in the different life experiences of men and women throughout the life cycle. At the other extreme are the theorists of a sociobiological persuasion who postulate that biological factors are also heavily implicated (p. 135-136).

This study assumed that the major differences between male and female donors to the OSU Posse were a result of the interaction of biological differences and socialization differences between the sexes.

History of Financing Inter- collegiate Athletics

All enterprises, whether they are a family business, a large corporation, a university, or an athletic department, need financial resources to operate. Traditionally, college athletic programs received their operating funds from ticket sales, student activity fees, away game guarantees, contributions from alumni, rents from usage of athletic facilities, and government support (Raiborne, 1978). However, during the 1980's, state appropriations for higher education leveled off to maintenance levels in most states (McIntyre and Anderson, 1987; Worth, 1985). Huge budget deficits run up by the federal government, reported to be \$195 billion in 1986 (Lugar, 1987), were partly responsible for federal government cut-backs in higher education. Student enrollment dropped off (Mayhew, 1983), thus reducing student fees paid to institutions. Inflation impacted all budgets. Ford (1978) cited a number of reasons for decreased funding to intercollegiate athletics, which included: (1) declining enrollment; (2) reduced student financial support through student government; and (3) increased popularity of women's athletics.

The passage of the 1972 Education Amendment (20 U.S.C.) known as Title IX, had a direct impact on the financing of intercollegiate athletics (Yudof, 1982). Because of this, women's athletic programs nearly tripled in size. In 1971 there were 31,852 women participating in

college sports, and in 1988 there were 91,101 (NCAA News, 1988). Intercollegiate athletic budgets also tripled between 1970-1977 (Yudof, 1982). The 1980's were a budgeting "nightmare" for most intercollegiate athletic administrators.

Retrenchment as a Solution

Throughout the 1980's, athletic directors attempted to alleviate revenue deficiency problems through retrenchment. At first, most budget reductions were accomplished by "across the board cuts." However, when these procedures began to weaken the overall programs, individual sports were selected for elimination. By 1982, 442 NCAA sports programs were discontinued. In 1988, 217 institutions dropped at least one sport. The main reason for dropping these sports was to save money for the athletic department (Williamson, 1983; NCAA News, 1988). In 1987 many university presidents and athletic directors were hoping the NCAA Special Convention on Cost-Cutting Measures would produce a number of policies that would make it mandatory for NCAA member institutions to cut back on certain aspects of their athletic programs, thus making college athletics less expensive (Ferrell, 1987). However, the university presidents and the athletic directors miscalculated the wide range of differing opinions about how to solve the cost-cutting problem, and consequently not one piece of cost-cutting legislation passed (Lederman, 1987).

Retrenchment was also limited as a tool for reducing the cost of intercollegiate athletics because the NCAA required that member institutions maintain a specific number of sports in order to maintain their division rating. In Division-1, for example, member institutions were required to field at least seven men's sports and seven women's sports (NCAA Manual, 1987-88). Many Division-1 schools were at or near the limit already, thereby making retrenchment a less favorable option in the future.

Funding From the Private Sector

A possible solution to the financial troubles of athletic programs was to improve their ability to generate funds from the private sector. There seemed to be some merit to this solution since several independent surveys indicated that intercollegiate athletics could generate large amounts of money from the private sector. The Chronicle of Higher Education (Middletown, 1982) showed that the 58 universities that had major football teams jointly collected \$77.7 million in 1980-81 from private donations, for an average of \$1.34 million per school. In the 1980's, fund raising by the athletic department was one of the major ways to keep the athletic department "afloat" (Sinclair, 1982).

Academic and Athletic Fund Raising

In the 1980's, fund raising by universities and colleges had become "Big Business." In 1987, for example, there were 65 universities and colleges conducting major fund-raising campaigns with projected goals in excess of \$100 million (Bailey, 1987). These major fund-raising campaigns were typically run by professionally-training marketing specialists. They used a combination of programs and methods of fund raising taken from private business to adapt to meet the unique setting of higher education (Wilson, 1985).

Many college departments, including athletics, out of necessity, created fund-raising organizations (McIntyre and Anderson, 1987). The most successful organizations implemented marketing theories and research, advertising, and promotional management principles commonly used in "main stream" business and industry (Sutton, 1987). However, the biggest obstacle was getting athletic departments to recognize what needed to be done and how to go about getting it done. Smith (1985), in his dissertation, Strategic Planning Utilized in Atlantic Coast Conference, found that most Atlantic Coast Conference Athletic Directors had the necessary tools to develop a long-range marketing plan, but they lacked the knowledge and the skills necessary to implement such a program. Athletic directors still held a widespread belief that successful marketing of their athletic department depended on a winning football team (Conlin, 1987).

Conlin's study further showed that there was only a weak correlation between the win/loss percentage of a college football team and four other variables; home game attendance, expenses, revenues, and profits. Derrow (1985), indicated in his study that when Pacific-10 Conference Athletic Departments relied too heavily upon past success and tradition to attract fans and sustain interest, and were reluctant to develop a "marketing orientation", problems with attendance, interest, and support were prevalent. As college athletic directors recognized that there is more to marketing an athletic program than just a winning football team, they were in a better position to establish an effective fund-raising organization.

Developing an Effective Fund-
Raising Organization and
Methods of Solicitation

An effective athletic fund-raising organization can be tied into a college foundation which, in turn, can be directly tied to the athletic department, or to a separate booster club independent of the institution (Sturrock, 1985). New tax laws made it more of an advantage for athletic fund-raising groups to align themselves directly with the college or university.

The key to athletic fund raising was to do your homework by knowing as much as possible about the potential donor (McNamie, 1987). After donors were identified,

intercollegiate athletic fund raisers used primarily three types of solicitation methods; direct-mail solicitations, phone solicitations, and face-to-face solicitations. In a study conducted by Isherwood (1986), the demographic framework of fund-raising practices among Division-1 intercollegiate athletic programs were examined. He ranked the methods of solicitation as compared with the amounts of money raised as; direct mail, personalized mail, and face-to-face solicitation by both professionals and volunteers as the best methods, respectively. In the journal article, "Dialing for Donors," by Burkee (1986) indicated that phone solicitation was an effective method for fund raising in higher education. Payne (1985) reported that an intercollegiate wrestling program raised \$120,000 within four months by phoning wrestling alumni, parents, and fans. Lemish (1981) said that public institutions regularly used phonathons for fund raising. Some institutions used the phone method when they were confident the prospect enjoyed telephone contacts.

Direct mail and personalized mail solicitation were used effectively in higher education fund raising. A suggestion by Isherwood (1986) was that athletic fund raisers should establish a direct mailing list and a personalized mailing list. A report by McGonner (1986) indicated that St. Louis University used a combined telephone-direct mail approach with excellent results. The report said that the telephone-direct mail approach enabled

them to appeal to medium level and small level donors who formerly only heard from them by mail. Using the conventional phonathon in 1978, the University of St. Louis, in a 12-night campaign, earned \$9,000. Their first major phone-direct mail campaign earned them \$1.2 million. Barnes (1981), Assistant Executive Director of the Florida State Athletic Booster Club, said that they usually solicited members in the \$25 to \$500 range through phone campaigns and some direct mail.

Face-to-Face solicitations, especially for large gifts, proved effective in fund-raising efforts. Isherwood (1986) recommended that intercollegiate athletic departments engage in face-to-face solicitation by both professional and volunteer fund raisers. Petro (1986), Director of Athletics of the University of Alaska-Anchorage, outlined how the University raised nearly \$200,000 using a face-to-face solicitation method with local businessmen in the Anchorage area. The Florida State Seminole Booster Club used face-to-face solicitation for nearly all its large gifts. Their local campaign involved about 400 volunteer solicitors who were given a folder and names of prospects whom they visited individually. For the top level supporters, Golden Chiefs Club or donors who give \$5,000 or more a year, all the solicitation was done through peer-contact. They bring each other into the Golden Chiefs Club (Barnes, 1981). Lemish (1981) stated that most colleges and universities believe that in-person

solicitation is necessary and appropriate for seeking any gifts at the top club level.

An important consideration in the solicitation of a gift is to decide who will ask for the gift. Fund raisers are conscious that donors give for a variety of reasons and that donors preferred to be asked to donate by different people. Some prefer to be asked by people they feel are in positions of importance and prestige (Lemish, 1981). The study by Field (1980) found that prominent women and successful women alumni give support more readily to women's sport programs. The Florida State Seminole Booster Club uses Coach Bobby Bowden as the top draw at their annual fund-raising drives. Other head coaches were also used as "drawing cards" for major fund raisers (Barnes, 1981). The Chronicle of Higher Education reported that the University of Minnesota Athletic Department attempted to generate enough revenue to run their women's athletic program independent of funding from the men's athletic program. To accomplish this, they petitioned the state legislature for additional money to fund women's athletics, they developed an aggressive fund-raising campaign that generated over a million dollars, and they developed an extensive public relations campaign that encourage young women to make the outstanding female athletes at the university their role models for both athletic and academic achievements (Managhan, 1986).

Sturrock (1985) stated:

The athletic scene provides numerous opportunities for fund-raising events that generate income beyond expenses... However, major fund-raising events should be held to a maximum of four times a year (p. 128).

Eilefson (1977) suggested that fund-raising activities should be developed around themes that recall "pleasant thoughts" such as nostalgia of good times, tail-gate parties at football games, and their own college days. Isherwood (1986) considered social functions like a golf outing an effective setting for athletic fund raising.

In an interview, Carol Nelsen, executive secretary of the Weber State College Wildcat Club, stated that the primary motive of donors to the Wildcat Club was to receive priority seating for basketball. Isherwood (1986) and Barnes (1981) also concurred that priority seating for athletic events was an important motivator for individuals to donate to an intercollegiate athletic department. Other motivators cited were special parking, complimentary programs license plates, membership plaques, decals, hospitality rooms, trips, and priority on tickets for away games and bowl games (Ford, 1978; Barnes, 1981; Isherwood, 1986; Petro, 1986).

Donors

Who Donates to Intercollegiate Athletics?

Who donates? Veronica Hammersmith's (1983) study at the University of West Virginia stated that donors to the West Virginia Mountaineer Club are:

married males approximately 49 years old, they are engaged in a profession or business, they are residents of West Virginia, they live within 200 miles of the campus. They are not yet retired and over 65% of them had incomes exceeding \$40,000/year (p. 175).

One of the major limitations of the Hammersmith study was that 96 percent of the respondents were men. The question arises, are female donors to intercollegiate athletics different than male donors?

Women as Donors

Critz (1980) in her article, "Women as Givers and Getters," listed seven observable differences between men and women as donors. Her seven observations are supported by others who also studied the attitudes of male and female donors. Critz stated that, "Women in general are chintzy givers." Women usually make numerous small gifts rather than a few substantial ones. She also stated that, "Women almost inevitably give less to their alma maters than their husbands." A study conducted by Mills (1982) at Wake Forest University found that female's contributions were smaller than male contributions. However, females give a higher percentage of their income than did men. Critz cited a comparison of actual annual giving records from 1978-79 of a group of alumnae of a women's college to the level of annual giving of their husband's as reported in gift club membership lists of their Ivy League University. Men far exceeded women in the large gift categories. She also cited a recent capital campaign for a women's college

where women gave gifts of \$2,000 and \$5,000 while their husbands gave \$500,000 to \$1 million similar campaigns at their own colleges (1980).

Critz (1980) said, "Women donors appear to need close personal involvement with an organization before making big gifts," and emphasized that well-informed alumnae, as well as alumni became more generous in their support given the opportunity for meaningful involvement. This statement was strengthened by a study made by Holmes, Miller, and Varon (1985), who found that both mothers and fathers became more active in fund-raising campaigns after their universities developed programs that actively involved the parents. A study by Halsey (1985), "What Parents Want," stated that parents of undergraduate students wanted information and involvement. Parents wanted publications and activities, and they also want to be volunteers for the university.

"A woman is often reluctant to make decisions about major gifts without consulting male members of her family and/or her financial advisers." Critz (1980) stated that this happens even when the family assets come from her personal wealth. A study conducted by Anderson (1981) indicated that self esteem for male donors was greater than for female donors. O'Connor (1961) stated that alumni participated in fund-raising activities more frequently as they understood university needs through communication resulting from participation in alumni meetings and reading alumni publications.

"Women donors are more likely to give for programs and people than for buildings." Critz contends that women favor the humanities, health sciences, and the fine arts. A report by Allport and Vernon (1931) indicated that women scored higher on aesthetic, social, and religious values, indicating more interest in art, religion, and concern for welfare of others.

The Allport & Vernon (1931) study supports the Critz statement that said, "In planned giving, women are more likely to give gifts to religious and welfare organizations." Linderman (1983) said that 24.9 percent of women donated because of specific religious affiliations compared with only 6.1 percent of men. It was also noted that women made planned gifts to their husband's alma mater more often than to her own.

Critz's (1981) sixth statement about women donors was, "Women non-graduates often give more to the college they first attended than do women graduates." This is especially true if they spent at least two years at the school and if their experience was a pleasurable one. Critz also stated, "Women are as competitive about giving as are men." This statement was both supported and refuted in the literature. Broom and Selznick (1968) described the appropriate feminine behavior as dependent, passive, and subservient, while masculinity was associated with active, aggressive, and dominant behavior. Morgan (1980) stated that cultural attitudes toward the male role expectation is

different from that of the female. Society's inability to relate femininity with ambition and personal accomplishment is well documented in research. Chafe (1986) stated:

By the 1980's, it was possible to conclude that some women, particularly college-educated young--important break throughs had taken place in the realms of personal freedom, self realization and autonomy. Informed by changing attitudes toward individual fulfillment, hundreds of thousands had charted a new course, free of constraints that in the past had assigned women to prescribed roles (p. 437).

Areas not addressed by Critz but reviewed in the literature showed that the motive of altruism was greater for female donors than for male donors (Anderson, 1981). Female undergraduates were more willing to make contributions to their alma mater, 28.4 percent of females as compared to 23.9 percent of males, than were their male counterparts (Lindermann, 1983). The Lindermann (1983) report also stated that only 14.9 percent of women said that tax deductions were a reason for donating, while 27.9 percent of the men stated tax deductions were a reason for donating.

Demographics of Women in Education and in the Work Place

In the eighties, women moved relatively freely in the mainstream of America's political, social, and economic life. Their enlarged public roles were not problem-free, for women still encountered conflicts between traditional views of women's roles and the demands of life beyond the

bounds of home and family (Daniel, 1987).

In a study conducted by Edwards and Bender (1983), a research question was asked: Do women hold the majority of the nation's wealth? From the study, no clear-cut conclusion was made about on women's wealth, although the results of the study were interesting. A majority of the respondents indicated that they did not maintain any analysis or records which would enable them to specify the ratio of female to male giving. Those that did provide data, however, showed a clear pattern: large gifts (\$10,000 - \$50,000) by women were from deferred giving. Women mainly made direct contributions in the \$5 - \$100 range and progressively fewer women made donations in \$1,000 to \$10,000. The belief that women own and control America's wealth could have been based on 1965 New York Stock Exchange figures which showed female adults holding 51.1 percent of the individually-owned stock as compared to 48.9 percent by male adults. When using a moderate definition of wealth, those individuals with \$60,000 or more in assets, Edwards and Bender said that 61 percent of these individuals were male while 39 percent were female. Men by most measures still owned and controlled most of the assets of this country, however, women controlled and owned a significant amount of the nation's wealth.

Women continued to increase their levels of education. In 1900, only 6 in 1,000 women earned a baccalaureate degree; in 1980, nearly 300 in 1,000 earn the bachelor's

degree (Daniel, 1987). Between 1975 and 1983 more women than men were enrolled in institutions of higher education in the United States. The projections were that this trend would continue through 1993.

Women made impressive improvements in attaining their first professional degrees in the fields of medicine, dentistry, law, and engineering. Women improved their participation on corporate boards by 750 percent since 1969 (Hoffman, 1982). Kathleen Teltsch (1980) indicated that women were making some gains--1 percent gain--in becoming directors of foundations.

In the 1950's most women joined the labor force after the age of 35 and had children who were in high school or out of the home. By 1970, more than 50 percent of those women with school-aged children were in the work force (Chafe, 1986). In 1985, in the United States, the earnings of women in selected fields were approximately 65 percent that of men.

Non-Donor Characteristics and Attitudes

The review of the literature did not reveal a study that addressed directly the attitudes or characteristics of non-donors to intercollegiate athletics, although some related studies indicated reasons for non-donation to general fund-raising campaigns. A study conducted by Ditcher (1971) stated some reasons for non-giving: (1) ignorance of how to give; (2) money was needed for their

personal future financial needs; and (3) fear of embarrassment because of the small amount they could give. In a national survey, Lindermann (1983) stated that 25.1 percent of the college graduates surveyed did not donate because they had not been asked, 52.3 percent agreed that one reason for non contribution was that they could not afford it, 29.3 percent said they were supporting causes that were more worthwhile, 5.2 percent of the non-donors said they were opposed to current policies of their college or university, and 2.8 percent said that they did not feel like their support was needed.

General Characteristics and
Attitudes of Donors

In a study of donors to higher education, Leslie and Ramsey (1985) gave the following statement concerning characteristics and attitudes of donors to higher education, "Because giving is critical to all institutions, it's more important than ever to have a clear understanding of the forces influencing voluntary support." Leslie and Ramsey said they believed that individuals respond more to institutional needs, while businesses respond more out of self interest. Alumni drives tend to be more successful during low points in the business cycle while non-alumni tend to give better in "boom times."

Seventy-five percent of all donations to higher education came from non-alumni sources; 35 percent from

foundations, religious denominations, and other groups; 24 percent from non-alumni; and 16 percent from business organizations. In the Lindermann (1983) report, a majority 69.5 percent, said that one reason they made a contribution was "belief in the need for supporting higher education," 62.3 percent also agreed that loyalty to their alma mater was also a reason they donated, 48.5 percent made donations because they agreed with policies of the college or university, and 7.2 percent gave because it was a tax deduction.

The Lindermann (1983) report showed that income level was a significant variable in donating. Of those who have made donations to their undergraduate school, 20.2 percent had income levels less than \$15,000, 17.5 percent had incomes between \$15,000 and \$24,999, 24.4 percent with incomes between \$25,000 and \$39,999, and 51.9 percent with incomes of \$40,000 or more.

The Lindermann (1983) report also indicated that educational levels affected donations with 40.2 percent of the individuals who were college graduates donating while only 13.5 percent of those with some college education were donators.

Both the Hammersmith (1983) and the Lindermann (1983) studies indicated that age was a significant factor in donation. Both indicated that between the ages of 40 to 60 were optimum ages for individuals to make donations.

Schreck and Nelson (1985) stated "the results were

unmistakable. Our major donors had been deeply involved in extracurricular activities, and they were usually excellent students as undergraduates.

CHAPTER III

METHODOLOGY

The chapter was divided into seven major components: (1) Design of the Study, (2) Description of the Population and Sample, (3) Description of the Survey Instrument, (4) Data Collection, (5) Validation of the Instrument, (6) Reliability of the Instrument, and (7) Data Analysis.

Design of the Study

The study was descriptive research. The purpose was to describe systematically the characteristics of a given population (Isaac and Michael, 1985). A descriptive study determines and reports the way things are (Gay, 1987). Responses, ranks, sums of rankings, summation totals, and overall average rank were used to illustrate the demographic characteristics and attitudes of donors to the OSU Posse.

Description of the Population and Sample

Before 1974, the Oklahoma State Athletic Boosters Organization was a loosely-knit structure composed of locally-controlled organizations operating throughout the State of Oklahoma. In 1976, the Oklahoma State University

Foundation developed a new department known as the Department of Athletic Gifts. The Department of Athletic Gifts adopted the name "Posse" as the official name of all OSU athletic supporters.

The subjects for this study were donors to the OSU Posse. A table of random numbers was used to select 400 subjects from the membership list of the OSU Posse. The OSU Posse members are listed as members of the Oklahoma State University Foundation. The subjects were stratified into two groups; 200 male donors and 200 female donors. OSU Posse personnel indicated that they could not stratify club members by age or income; however, it was concluded that in a random sampling of 400 subjects a representative number of individuals from varying ages and incomes would be selected. The age groups were sub-divided into donors 29 and under, 30 to 39, 40 to 49, 50 to 59, and those 60 and older. The income sub-divisions were less than \$19,999, \$20,000 - \$39,999, \$40,000 to \$59,000, \$60,000 to \$79,999, \$80,000 to \$99,999, and \$100,000 or more.

The OSU Posse was selected as an appropriate population for a number of reasons. One, because the Posse had listed their donors in subgroups of female and male donors. This made it possible to investigate the difference in male and female donors. Two, the athletic teams within the OSU Athletic Department were classified as NCAA Division 1. OSU has a major college football program. Much of the literature favored the idea that athletic fund raising on

the Division-1 level was primarily the result of boosters wanting priority seating for football games and to a lesser extent basketball games. However, Oklahoma State University was nationally recognized as having a well-balanced athletic program with many of its minor sports recognized for excellence in national competition, attendance, and fund raising. The study was designed to see if these sports had a significant influence on the attitudes and characteristics of donors. And third, because of privacy laws it is difficult to gain permission from institutions to allow one to survey their booster clubs, even when anonymity and confidentiality were guaranteed. The OSU Athletic Department and the Department of Athletic Gifts granted permission to survey their booster club people as long as confidentiality was guaranteed.

Decription of the Survey Instrument

The survey was divided into two sections: (1) Personal Background, and (2) You, OSU, and Your Donation. These sections systematically cover the demographic characteristics and attitudes of donors to the OSU Posse.

The first section, "Personal Background," provided demographic information, age, sex, occupation, spouse's occupation, distance from donor's residence to the university, income, alumni status, and reasons for visiting the OSU campus.

The second section, "You, OSU, and Your Donation,"

contained questions that helped identify attitudes held by donors to the OSU Posse. The attitudes that were investigated included what OSU sports they preferred watching as spectators, what methods of solicitation did donors most prefer, which individuals donors preferred contacting them about their donations, what motivated donors to make a contribution, how donors preferred seeing their contribution allocated, and which sports did donors prefer their contribution allocated to.

Data Collection

Three mailings were used in the collection process. The questionnaires were coded to avoid unnecessary follow-up mailings. Subjects were assured of confidentiality. The first mailing contained the questionnaire and a cover letter (January 16, 1989). The questionnaire was printed on high quality bond paper. A cover letter was attached to the questionnaire. It presented the purpose of the study and was printed on OSU Athletic Foundation letterhead.

The back of the questionnaire was prepared so that it could be folded in half crosswise, stapled on top by the donor, and mailed without an envelope. The address along with postage for the return of the questionnaire was already attached.

The questionnaire was printed to look attractive, simple to answer, and quick to complete in order to increase the number of respondents. The professional

appearance of the questionnaire was designed to appeal to the donor and to elicit cooperation (Hammersmith, 1983).

The second follow-up mailing was made three weeks later (February 6, 1989). The second mailing was printed on bright orange paper. The cover letter was written on top quality OSU Athletic Department letterhead. The third mailing was a letter reminder requesting that the questionnaire needed to be returned as soon as possible to insure the highest level of reliability and validity to the study. In this letter, respondents were reminded that questions they felt were too personal need not be answered but that any information that they could provide would help improve the quality of the study.

Validation of the Instrument

The panel of experts included John Hopkins, Assistant Director of Athletics at OSU, Curt Carter, Director of the OSU Posse, Myron Roderick, Director of Athletics at OSU and Joe Mueller, Director of Athletic Marketing and Promotions. (See Appendix A for table that shows how each panel expert rated each question of the survey.)

The panel of experts were asked to rate 16 questions that could be asked of donors to an intercollegiate athletic program. They were instructed to use a five-point rating system. A five on the rating system indicated that the question was excellent and that it should be retained on the survey. A rating of four indicated a good question

and that it could be retained on the survey. A rating of three indicated an average question and that it could possibly be retained on the survey. A rating of two suggested that the question needed revision and that it should not be retained on the survey in its present condition. A rating of one was a very poor question and that the question should definitely be removed from the survey. The panel of experts rated all the questions as a four or better with the exception of question 16. Question 16 was modified and divided into two questions and then both questions were retained on the questionnaire.

Reliability of the Instrument

Coy (1987) indicated that test-retest reliability is the degree to which scores are consistent over time. In the study test-retest reliability was used to test the reliability of each question. A pilot study was used to test the questionnaire for reliability. Eight respondents were selected from Posse members living in Stillwater, Oklahoma. Two weeks after the test was administered the first time the same questionnaire was given to the same respondents to complete a second time. The two sets of scores were compared to find a percentage of agreement.

Questions 1-10, which were basic demographic questions, had percentages of agreement ranging between 100 percent and 50 percent. Question one had a percentage of agreement of 88 percent. One of the respondents must have

had a birthday between completing the two questionnaires because the first time they filled it out they were 48 and the second time 49. Question two, which asked the respondent to indicate their gender, had a 100 percent agreement rate. Question three had a 100 percent agreement rate, the question asked for the respondent's occupation. Question four also had 100 percent agreement rate and asked for spouse's occupation. Question five, which asked for the distance the respondent's residence was from Oklahoma State University, also had a 100 percent agreement rate. Question six, which asked for the personal income of the respondent, had a 63 percent agreement rate. Question seven also had an agreement rate of 63 percent and it asked for the joint earnings of the respondent and his/her spouse. Question eight asked the respondent to indicate what served as a motivator for visitations to the OSU campus, and had a 50 percent agreement rate. Question nine, which asked for OSU alumni status, had an agreement rate of 100 percent. And question ten, which asked for degrees earned, also had a 100 agreement rate.

Questions 11-17, which are questions that help identify attitudes of Oklahoma State athletic donors, had agreement rates that ranged from 100 percent to 13 percent. Question 11 had a 75 percent agreement rate. This question asked the respondent to rank the OSU sports they preferred attending. Question 12, which asked for the preferred method of contact by the OSU Posse, had a 38

percent agreement rate. Question 13, which asked respondents to identify who they prefer being contacted by in order to make their donations, had an agreement rate of 38 percent. Question 14, asked respondents to rank the top four reasons for what motivated them to make a contribution, had a rating of 13 percent. Question 15, which asked for the one way they would most prefer their donations allocated had an agreement rate of 88 percent. Question 16 asked the respondent to identify the major category that they would prefer seeing their donation go to had an agreement rate of 63 percent. And question 17, which asked respondents to select specific sports that they would like to see their donations support had a rating of 25 percent.

Questions eight, 11, 12, 13, 14, and 17 had test-retest reliability agreement rates that were rated at equal to or less than 50 percent. (See Appendix D for further evaluation of these questions.)

Data Analysis

The data was analyzed using descriptive statistics. The data was reported as responses, sums of responses, sums of rankings, percents, summation totals, and overall average rank. The results of the data were illustrated on tables found at the beginning of each section in Chapter IV. A narrative description of the analyzed data was reported in Chapter IV. Chapter V contained a narrative report synthesizing the results of this study as compared

with other similar studies. Conclusions, recommendations for policy changes, and recommendations for further studies were also reported in Chapter V.

CHAPTER IV

ANALYSIS OF THE DATA

Introduction

The purpose of this chapter was to present and analyze the data collected. The gathered data described the attitudes of financial donors toward the Oklahoma State University Posse. The study also examined demographic characteristics of OSU Posse members. Chapter IV was divided into the following sections: (1) Introduction; (2) General Findings; (3) Demographic Characteristics By Age, Gender, and Income; and (4) Attitudes of Posse Donors By Age, Gender, and Income.

Four hundred members of the OSU Posse were mailed questionnaires, with 226 Posse members responding for a return rate of 57 percent.

The study was guided by seven research questions:

1. What are the demographic characteristics of donors to the OSU Posse when considering the categories of gender, age, and income?
2. What are the preferences of attending OSU athletic events of donors to the OSU Posse when considering categories of gender, age, and income?
3. What are the preferred methods of being solicited among donors to the OSU Posse when considering the categories of gender, age, and income?

4. Who do donors to the OSU Posse prefer being contacted by when making their donation when considering the categories of gender, age, and income?
5. What are the primary motivating factors for making a contribution by donors to the OSU Posse when considering categories of gender, age, and income?
6. How do donors to the OSU Posse prefer their donation be allocated when considering categories of gender, age, and income?
7. What specific OSU sports would donors to the OSU Posse prefer their donation support when considering categories of gender, age, and income?

The data were collected and organized. Tables were developed to illustrate the data. These tables were distributed throughout Chapter IV. The data in the tables were represented as responses, sums of responses, sums of rankings and totals.

The data were organized into thirteen major categories: (1) Gender By Age; (2) Distance From Campus By Age, Gender, and Income; (3) Personal Earnings By Age and Gender; (4) Reasons for Visiting the Campus By Age, Gender, and Income; (5) Alumni Status By Age, Gender, and Income; (6) Highest Degree Earned By Age, Gender, and Income; (7) Job Classification By Age, Gender and Income; (8) Sport Attendance By Age, Gender and Income; (9) Method of Donor Contact By Age, Gender and Income; (10) Contacting Person By Age, Gender, and Income; (11) Reasons For Donating By Age, Gender, and Income; (12) Donation Allocation By Age, Gender, and Income; and (13) Sports That the Donation Should Support By Age, Gender, and Income.

Each major category was guided by one of the research

questions. Within each category, tables were used to illustrate the data. An written explanation was given to help clarify the information presented in the tables.

At the conclusion of each section, a summary was given. The summary explanation compared the information collected in each sub-division, age, gender, and income.

General Findings

The demographic information indicated that most OSU athletic donors were 30 - 49 years of age (50.2 percent). A major portion of them had personal incomes in the \$20,000 - \$59,999 range (54.8 percent). Most of the donors had occupations that were classified as professional, administrative or managerial (49.5 percent). Most of the respondents lived within 100 miles of the OSU campus (68.7 percent). Their number one reason for visiting the campus was to attend OSU athletic events. Nearly all the respondents were alumni of Oklahoma State University (84 percent), and a majority of them had earned a degree beyond high school (92 percent).

The information gathered indicated that most respondents preferred attending OSU football games. There was also strong spectator support for men's basketball, baseball, and wrestling. When making a donation, donors preferred being contacted by direct mail. If someone were to make a personal contact with the donor in regard to a donation, the respondents indicated that they preferred

that the contact be made by a Posse volunteer. However, there was also strong support that the contact should be made by a head coach, the athletic director, Athletic Gift staff members, or members of the Athletic Department staff. Respondents indicated that improving the quality of the athletic program was the main reason they made their donation. The respondents' overwhelmingly stated that they preferred their donation be used for providing scholarships for student athletes. They also indicated that their donation be directed toward major revenue-producing sports. When asked which sports in particular they wanted supported, the respondents indicated that football was first then basketball, then baseball, followed by wrestling.

Demographic Characteristics By
Age, Gender, and Income

1. Research Question: What are the demographic characteristics of donors to the OSU Posse when considering the categories of age, gender, and income?

The next seven sections provided demographic information about OSU Posse members. The above research question guided the organization of the data. The seven sections are: (1) Gender By Age; (2) Distance From Campus By Age, Gender, and Income; (3) Personal Income By Age, Gender, and Income; (4) Reasons For Visiting Campus By Age, Gender, and Income; (5) Alumni Status By Age, Gender, and Income; (6) Highest Degree Earned By Age, Gender, and Income; and (7) Job Classification By Age, Gender, and Income.

Gender By Age

This section provided information concerning the gender of the respondents by different age classification (see Table I). The age groups were sub-divided into six divisions; (1) 29 and under, (2) 30 - 39, (3) 40 - 49, (4) 50 - 59, and (5) 60 years and over.

o Total number of respondents by gender equaled 205.

Of the 205 respondents, 93 of them were female. In the 30 - 39 age group, there were 28 respondents. In the 40 - 49 group there were 22 respondents. There were 19 in the 50 - 59 group, 13 in the 60 and over, and 11 in the 29

TABLE I
GENDER BY AGE

Age	Gender		Total Responses
	Female	Male	
29 and under	11*	5	16
30 - 39	28	24	52
40 - 49	22	29	51
50 - 59	19	24	43
60 and over	13	30	43
Total Responses	93	112	205

*Indicates the number of responses reported.

and under group.

The male respondents had 112 individuals reporting. Of these, 30 were 60 and over, 29 were 40 - 49. Twenty-four male respondents indicated that they were 30 - 39, and 24 males indicated that they were 50 - 59 years old. Five male respondents were 29 and under. Overall, the male respondents were slightly older than the female respondents.

When comparing female respondents to male respondents, 45 percent of the respondents indicated that they were female, and 55 percent stated that they were males. Female respondents tended to be slightly younger than male respondents. For females, the age group 30 - 39 reported the highest number of responses. For males, the age group 60 and over reported the highest response rate.

Distance From Campus By Age,
Gender, and Income

This section described the distance in miles that donors resided from the Oklahoma State University campus.

- o Total number of respondents when considering age equaled 207.
- o Total number of respondents when considering gender equaled 208.
- o Total number of respondents when considering personal income equaled 188.

The distance donors resided from campus was divided into five categories: (1) 0-25 miles, (2) 26-100 miles, (3) 101-200 miles, (4) 201-250 miles, and (5) over 250 miles. When considering the distance donors resided from OSU campus by age, the age categories were divided into five categories: (1) 29 and under, (2) 30-39, (3) 40-49, (4) 50-59, and (5) 60 and over. When considering distance of residence from campus by gender the divisions were male and female. And when considering residence from campus by income, personal income was used and it was divided in six categories: (1) Less than \$19,999; (2) \$20,000 - \$39,999; (3) \$40,000 - \$59,999; (4) \$60,000 - \$79,999; (5) \$80,000 - \$99,999; and (6) \$100,000 and over.

Distance From Campus By Age. In the age group 29 and under, 18 respondents reported information about their residence from campus (see Table II). Of these 18, seven indicated that they lived 26 - 100 miles from the OSU campus, four indicated that they lived 101 - 200 miles from

TABLE II
DISTANCE FROM CAMPUS BY AGE

Distance	Age					Total Re- sponses
	29 and under	30- 39	40- 49	50- 59	60 and over	
0-25 miles	3*	10	9	6	11	39
26-100 miles	7	28	29	19	19	102
101-200 miles	4	4	3	11	7	29
201-250 miles	0	3	2	1	1	7
251 and over	4	7	8	6	5	30
Total Responses	18	52	51	43	43	207

*Indicates the number of responses reported.

campus, four indicated that they lived 251 or more from the OSU campus, three indicated that they lived 0 - 25 miles from campus.

In the age group 30 - 39, 52 individuals responded. Twenty-eight said that they lived 26 - 100 miles from campus. Ten indicated that they lived 0 - 25 miles from campus. Seven stated that they lived 251 or more miles from campus. Four respondents described their residence as being 101 - 200 miles from campus, and three individuals said that they resided 201 - 250 miles from campus.

The age group 40 - 49 had 51 respondents. Twenty-nine of them indicated that they lived 26 - 100 miles from campus. Nine respondents stated that they lived 0 - 25 miles from campus. Eight said that they resided 251 or more miles off campus. While three respondents said that they resided 101 - 200 miles from the OSU campus, two respondents said that their residence was 201 - 250 miles from campus.

The age group 50 - 59 had forty-three respondents. Nineteen of them indicated that they resided 26 - 100 miles from the OSU campus. Eleven stated that they resided 101 - 200 miles from campus. Six indicated that they lived 0 - 25 miles from campus. Six respondents also stated that they lived 250 or more miles from campus and one respondent said that he/she lived 201 - 250 miles from campus.

In the age group 60 and over, 43 individuals responded. Nineteen of them said that they lived 26 - 100 miles

from campus. Eleven lived 0 - 25 miles from campus. Seven respondents stated that they lived 101 - 200 miles from campus, while five responded that they lived 251 or more miles from campus. And one individual indicated that their residence was 201 - 250 miles from the OSU campus.

The total responses across all age groups indicated that 49 percent of the respondents lived 26 - 100 miles from campus. Nineteen percent of the respondents indicated their residence was 0 - 25 miles from campus. Fourteen percent responded that their residence was 251 or more miles from campus. Fourteen percent stated their residence to be 101 - 200 miles from the OSU campus, and three percent indicated that their residence was 201 - 250 miles from campus.

Distance From Campus By Gender. Ninety-four females responded to the question about their residence and its distance from the OSU campus (see Table III). Of these 94, 40 indicated that they lived 26 - 100 miles from campus. Twenty-three said they lived 0 - 25 miles from campus. Sixteen stated that their residence was 101 - 200 miles from campus. Thirteen respondents stated that they resided over 250 miles from campus and two said that their residence was 201 - 250 miles from campus.

One hundred and fourteen males responded to the question. Of these, 63 stated that they lived 26 - 100 miles from the OSU campus. Seventeen said they resided over 250 miles from campus, while 16 indicated that they

TABLE III
 DISTANCE FROM CAMPUS BY GENDER

Distance	Gender		Total Responses
	Female	Male	
0 - 25	23*	16	39
26 - 100	40	63	103
101 - 200	16	13	29
201 - 250	2	5	7
over 250	13	17	30
Total Responses	94	114	208

*Indicates the number of responses reported.

lived 0 - 25 miles from campus. Thirteen male respondents said they lived 101 - 200 miles from the OSU campus, and five respondents said that they lived 201 - 250 miles from campus.

When considering male and female respondents, 49 percent indicated that they lived 26 - 100 miles from the OSU campus. Nineteen percent lived 0 - 25 miles from campus. Fourteen percent respondents indicated that they lived over 250 miles from campus. Fourteen percent said that they lived 101 - 200 miles from campus, and three percent said they resided 201 - 250 miles from the campus.

Distance From Campus By Income. Of the 188 respondents to this question, 44 of them were from the \$19,999 and under group (see Table IV). Eighteen respondents in this group indicated that they lived 26 - 100 miles from the OSU campus. Ten indicated that they lived 0 - 25 miles from campus. Seven stated that their residence was 101 - 200 miles from campus. Another seven also stated that their residence was 251 or more miles from campus. And two responses showed their residence at 201 - 250 miles from campus.

The income level of \$20,000 - \$39,999 had 50 respondents. Twenty-three respondents indicated that they lived 26 - 100 miles from campus. Fifteen stated that their residence was 0 - 25 miles from campus. Six respondents said that they lived 101 - 200 miles from campus. Also, six respondents indicated that they lived 251 or more miles

TABLE IV
DISTANCE FROM CAMPUS BY INCOME

Distance	Income						Total Re- sponses
	\$19,999 & under	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$79,999	\$80,000- \$99,999	\$100,000 & over	
0 - 25 miles	10*	15	9	2	2	1	39
26 - 100 miles	18	23	21	10	4	14	90
101 - 200 miles	7	6	9	0	0	3	25
201 - 250 miles	2	0	2	1	1	1	7
251 and over	7	6	5	3	6	0	27
Total Responses	44	50	46	16	13	19	188

*Indicates number of responses reported.

from the OSU campus.

In the personal income level of \$40,000 to \$59,999, 46 respondents replied. Of these, 21 stated that they lived 26 - 100 miles from campus. Nine said they lived 0 - 25 miles from campus. Nine also said they lived 101 - 200 miles from campus. Five respondents said that their residence was over 250 miles from the OSU campus, and two replied that they lived 201 - 250 miles from campus.

The \$60,000 - \$79,999 income range had 16 respondents. Of these, 10 said that they lived 26 - 100 miles from the OSU campus. Three of them stated that their residence was more than 250 miles from campus. Two respondents claimed to live 0 - 25 miles from campus, and one indicated a residence of 201 - 250 miles from campus.

The income category of \$80,000 - \$99,999 had 13 respondents. Six of these respondents lived over 250 miles from the OSU campus. Four lived 26 - 100 miles from the campus. Two respondents stated that they lived 0 - 25 miles from campus, and one said he/she lived 201 - 250 miles from campus.

In the \$100,000 and more income category, 19 respondents answered this question. Fourteen of these donors indicated that they lived 26 - 100 miles from the campus, three lived 101 - 200 miles from campus. One resided 0 - 25 miles from campus, and another one lived 201 - 250 miles from campus.

Across all income levels, 48 percent of the respon-

dents lived 26 - 100 miles from the OSU campus, 69 percent lived between 0 - 100 miles from the campus.

When comparing the average ranks of all responses across the major subdivisions of age, gender, and income, the category of 26 - 100 miles, which indicated the distance in miles the donor's residency was from the OSU campus, had the highest average rank at 1.07. The category 0 - 25 miles was second with an average rank of 2.46. Interestingly, the category 251 miles and more was third with an average rank of 3.08. Fourth was 101 - 200 miles with an average rank of 3.23.

Income By Age and Gender

This section described Posse donors from the standpoint of their personal earnings and made comparisons about their personal earnings and their age. It also compared the donors' personal earnings with gender.

- o Total number of respondents when considering age equaled 205.
- o Total number of respondents when considering gender equaled 208.

The personal earnings of donors was subdivided into six categories: (1) \$19,999 and less; (2) \$20,000 - \$39,999; (3) \$40,000 - \$59,999; (4) \$60,000 - \$79,999; (5) \$80,000 - \$99,999; and (6) \$100,000 or more. When considering the donor's personal earnings by age, the age groups were subdivided into five categories: (1) 29 and under; (2) 30 - 39; (3) 40 - 49; (4) 50 - 59; (5) 60 and over. When considering personal income by gender, the gender subdivisions were male and female.

Income By Age. In the age group 29 and under, there were 17 respondents (see Table V). Of these, 12 reported personal earnings of \$19,999 or less and five reported their income at \$20,000 - \$39,999.

In the age group 30 - 39, 51 donors responded. Sixteen of them said that their income was \$20,000 - \$39,999. Fourteen indicated that their personal earnings were \$40,000 - \$59,999, while 10 said they earned less than \$19,999. Five donors reported earnings of \$60,000 to

TABLE V
PERSONAL INCOME BY AGE

Personal Income	Age					Total Re- sponses
	29 and over	30- 39	40- 49	50- 59	60 and over	
Less than \$19,999	12*	10	15	10	16	63
\$20,000 - \$39,999	5	16	9	12	8	50
\$40,000 - \$59,999	0	14	8	9	13	44
\$60,000 - \$79,999	0	5	7	1	3	16
\$80,000 - \$99,999	0	5	6	2	0	13
over \$100,000	0	1	6	9	3	19
Total Responses	17	51	51	43	43	205

*Indicates the number of responses reported.

\$79,999 and five also reported their earnings to be \$80,000 to \$99,999. One donor in this age group indicated that his/her income was over \$100,000.

The age group 40 - 49 also had 51 respondents. Fifteen of these stated that their income was less than \$19,999. Nine donors reported an income of \$20,000 - \$39,999. Eight said their income was \$40,000 - \$59,999, seven respondents reported their personal earnings at \$60,000 - \$79,999, six respondents reported personal earnings of \$80,000 - \$99,999 and six also stated that their personal earnings were greater than \$100,000.

Forty-three individuals responded to the age group 50 - 59. Of these, 12 reported personal earnings of \$20,000 - \$39,999, ten reported their personal earnings were less than \$19,999, nine had personal earnings as \$40,000 to \$59,999, and nine reported an income of \$100,000 and more. Two respondents reported an income of \$80,000 - \$99,999, and one respondent reported a personal income of \$60,000 - \$79,999.

In the 60 and over category, 43 individuals responded. Sixteen reported incomes of less than \$19,999, thirteen reported personal earnings of \$40,000 - \$59,999, eight said their income was \$20,000 - \$39,999. Three respondents indicated personal earnings of \$60,000 - \$79,999, and three donors also stated that their personal earnings were \$100,000 and more.

Across all age groups, 31 percent of the respondents

reported an income of \$19,999 or less. Twenty-four percent indicated that their income was \$20,000 - \$39,999, 21 percent of the donors had personal incomes of \$40,000 - \$59,999, nine percent of them reported their personal income at over \$100,000. Eight percent of the respondents showed incomes of \$60,000 - \$79,999, and six percent had personal earnings of \$80,000 - \$99,999.

Personal Income By Gender. There were 89 females who responded to the personal income question (see Table VI). Forty of these respondents reported incomes of less than \$19,999, 34 of them indicated that their income was \$20,000 - \$39,999, ten had personal earnings of \$40,000 - \$59,999, and three indicated earnings of \$80,000 - \$99,999. One person said she had personal earnings of \$60,000 - \$79,999, and another had personal earnings of \$100,000 or more.

One hundred and nineteen males responded to this question. Of these, 52 indicated that their personal income was \$40,000 - \$59,999, 18 reported personal earnings of \$100,000 or more, 18 reported personal earnings of \$20,000 - \$39,999, and 15 reported personal earnings of \$60,000 - \$79,999. Ten claimed personal earnings of \$80,000 - \$99,999, and eight men reported income levels of less than \$19,999.

When considering both male and female donors and their personal income, 30 percent of the respondents reported income levels of \$40,000 - \$59,999. An indication of the large difference in personal income between males and

TABLE VI
GENDER BY INCOME

Income	Gender		Total Responses
	Female	Male	
Less than \$19,999	40*	6	46
\$20,000 - \$39,999	34	18	52
\$40,000 - \$59,999	10	52	62
\$60,000 - \$79,999	1	15	16
\$80,000 - \$99,999	3	10	13
\$100,000 or more	1	18	19
Total Responses	89	119	208

*Indicates the number of responses reported.

females can be seen in the \$19,999 category where females composed 86 percent of the donors in the lowest income level. Maybe even more graphic is the discrepancy at the \$100,00 and more level, where males made up 95% of the donors in this highest income level.

Reason for Visiting Campus By
Age, Gender, and Income

This section analyzed data in which respondents reported reasons for visiting the OSU campus in 1988. The respondents were given six possible reasons for visiting campus: (1) to attend athletic events; (2) to go to classes or meetings; (3) to visit with faculty and friends; (4) to transport children; (5) to attend concerts, plays, lectures; and (6) did not visit campus. The respondents selected any number of these choices.

- o Total number of responses when considering age equaled 358.
- o Total number of responses when considering gender equaled 350.
- o Total number of responses when considering personal income equaled 333.

The age divisions were the same as listed in the previous section: 29 and under; 30 - 39; 40 - 49; 50 - 59; and 60 and over. The gender divisions are also the same, male and female. The personal income levels are also the same: \$19,999 and less; \$20,000 - \$39,999; \$40,000 - \$59,999; \$60,000 - \$79,999; \$80,000 - \$99,999; and \$100,000 and over.

Reasons For Campus Visitation By Age. In the age group, 29 and under, there were 25 responses (see Table VII). Thirteen of these responses indicated that a reason for visiting campus was to attend athletic events. Eight responses indicated that donors visited the campus to visit

TABLE VII
REASON FOR VISITING CAMPUS BY AGE

Reason for Campus Visitation	Age					Total Re- sponses
	29 and under	30- 39	40- 49	50- 59	60 and over	
Athletic events	13*	49	44	39	38	183
Classes, meetings	3	15	13	11	11	53
Visit faculty & friends	8	12	19	17	10	66
Transporting children	0	1	12	6	1	20
Concerts, plays, lectures	0	8	5	5	7	25
Did not visit campus	1	2	6	1	1	11
Total Responses	25	87	99	79	68	358

*Indicates the number of responses reported.

faculty and friends. Three responses listed classes and meetings as a reason for visiting the campus. There was one response for attending concerts, plays, and lectures and one response where the donor indicated that he/she did not visit the campus in 1988.

In the age group, 30 - 39, there were 87 responses. Forty-nine of these responses stated that a reason for campus visitation was to attend athletic events. There were 15 responses that listed classes and meetings as a reason for visiting campus. Twelve responses indicated a reason for visiting campus was to meet with faculty and friends. Eight responses stated that campus visitation was the result of attending concerts, plays and lectures. Two responses listed did not visit campus, and one response listed transporting children.

In the group 40 - 49 there were 99 responses. Forty-four of these responses listed attend athletic events as a reason for visiting the campus. Nine listed visiting faculty and friends, 13 to attend classes and meetings, 12 transporting children, and five to attend concerts, plays, and lectures. In this group there were six who responded that they had not visited the OSU campus in 1988.

The 50 - 59 age group had 79 responses. Thirty-nine responses indicated that attending sporting events was a reason for campus visitation. Seventeen responses listed visiting faculty and friends, 11 responses listed going to classes and meetings, six transporting of children, five

attending concerts, plays, and lectures as reasons for visiting the OSU campus. One response listed did not visit the campus in 1988.

The 60 and over age group had 68 responses. Of these, 38 indicated that a reason for visitation was to attend athletic events. Eleven reported that a reason for campus visitation was to attend classes and meetings, ten to visit faculty and friends, seven to attend concerts, plays, and lectures, and one each for transporting children and did not visit campus.

The reason given for Posse Club members to visit the OSU campus in 1988 was to attend athletic events (51 percent). However, visiting with faculty and friends (18 percent). and going to classes and meetings (15 percent) had a fairly good representation among the Posse donors.

Reasons For Campus Visitation By Gender. Female Posse members gave 164 responses as to why they visited the OSU campus (see Table VIII). Seventy-eight responses indicated that a reason for visiting the campus was to attend athletic events. Thirty-three responses reported that female Posse members visited the campus to visit with faculty and friends. Twenty-five responses were for attending classes and meetings, 14 responses for attending concerts, plays, and lectures, and seven responses each for transporting children and did not visit the campus.

Male Posse members gave 186 responses to the question. Ninety-eight responses reported that the reason male Posse

TABLE VIII
REASONS FOR VISITING CAMPUS BY GENDER

Motivating Reasons	Gender		Total Responses
	Female	Male	
Athletic Events	78*	98	176
Classes, Meetings	25	28	53
Visit Faculty & Friends	33	30	63
Transporting Children	7	10	17
Concerts, Plays, Lectures	14	12	26
Did not visit campus	7	8	15
Total Responses	164	186	350

*Indicates the number of responses reported.

members visited the campus in 1988 was to attend athletic events. Visiting faculty and friends received 30 responses, and attending classes and meetings received 28 responses. Twelve responses were reported for attending concerts, plays, and lectures, ten for transporting children, and eight did not visit the campus.

When analyzing the data across female and male responses, a total of 350 responses were given. Fifty percent of the respondents indicated they preferred visiting the campus to attend athletic events. Eighteen percent of the respondents indicated a preference for visiting faculty and friends, while fifteen percent reported a preference for attending classes and meetings. There was little difference in reasons for visiting the campus when comparing male respondents to female respondents.

Reasons For Visiting the Campus By Income. When analyzing the reasons for visiting the campus by personal income, the respondents offered 333 responses (see Table IX). Of these, 72 responses came from individuals with personal earnings of less than \$19,999. Thirty-seven responses were recorded for attending athletic events. Sixteen responses were given to the category of visiting faculty and friends. The \$19,999 and less group recorded seven responses for attending classes and meetings. In this group, six responses were recorded for attending concerts, plays, and lectures. Three responses were listed

TABLE IX
REASONS FOR VISITING CAMPUS BY INCOME

Reasons for Campus Visitation	Income						Total Re- sponses
	\$19,999 & under	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$79,999	\$80,000- \$99,999	\$100,000 & over	
Athletic events	37*	49	38	10	8	18	160
Classes, meetings	7	17	12	4	4	6	50
Visit faculty & friends	16	23	13	4	5	3	64
Transporting children	3	3	4	2	1	4	17
Concert, plays, lectures	6	9	6	3	1	1	26
Did not visit campus	3	2	5	3	2	1	16
Total Responses	72	103	78	26	21	33	333

*Indicates number of responses reported.

for both transporting children and did not visit the campus.

In the personal income group of \$20,000 - \$39,999, 103 responses were given. Forty-nine of these responses indicated that a reason for visiting the campus in 1988 was to attend athletic events. Thirteen responses were recorded for visiting faculty and friends. Twelve responses show that a reason for visiting the campus was to attend classes and meetings. Six responses were given for attending concerts, plays, and lectures, two responses for did not visit campus, and three responses for transporting children.

For the group \$40,000 - \$59,999 there were 78 responses. Thirty-eight of these responses were for attending athletic events. The second reason individuals in this group gave for visiting the campus in 1988 was to meet with faculty and friends. This category received 13 references. Twelve responses were recorded for attending classes and meetings, six for attending concerts, plays, and lectures, four for transporting children, and five responses were recorded for did not visit campus.

In the category \$60,000 - \$79,999 a total of 26 responses were recorded. Of these, ten indicated that a reason they attended the campus in 1988 was to attend athletic events. Four responses were recorded for attending classes and meetings along with four responses for visiting faculty and friends. Three responses were listed for attending concerts, plays, and lectures and did

not visit campus. Two responses were recorded for transporting children.

The category of \$80,000 to \$99,999 recorded 21 responses. Eight of these responses were for attending athletic events, five for visiting faculty and friends, four for attending classes and meetings, two for did not visit the campus, and one each for transporting children and attending concerts, plays, and lectures.

In the \$100,000 and more category, 23 responses were given. Eighteen responses were recorded for attending athletic events and six responses for attending classes and meetings. Four responses were listed for transporting children as a reason for visiting the campus. Three responses for visiting faculty and friends, and one each for attending concerts, plays, and lectures and did not attend the campus were listed.

The total responses across all income levels revealed that attending athletic events was the most often cited reason for campus attendance, followed by visiting with faculty and friends. Third most preferred reason was to attend classes and meetings.

The study seems to indicate clearly that athletic boosters are motivated to visit the campus first to attend athletic events. The next two reasons for campus visitation that stand out from the rest are to visit with faculty and friends along with attending classes or meetings. These trends were consistent across the areas of age,

gender, and personal income.

When comparing the average rank of all responses across the major subdivisions; age, gender, and income, the category to attend athletic events was rated first with an average rank of 1.00. Second was to visit with faculty and friends with an average rank of 2.08. Third was attending classes and meetings with an average rank of 2.46.

Alumni Status By Age,
Gender, and Income

This section described the alumni status of OSU Posse members.

- o Total number of respondents considering age equaled 207.
- o Total number of respondents considering gender equaled 207.
- o Total number of respondents considering income equaled 188.

The alumni status of OSU Posse members was divided into alumni and non-alumni. The age groups were consistent with the other sections of the study, as were the subdivisions of gender and income.

Alumni Status By Age. In the age group 29 and under there were a total of 16 respondents (see Table X). Fifteen of them indicated that they were OSU alumni with only one stating that he/she was a non-alumni. In the 30 - 39 age group, of the 52 respondents, 45 were OSU alumni with seven stating that they were non-alumni. For the 40 - 49 group, there were 51 respondents. Forty-three listed themselves as OSU alumni and eight as non-alumni. In the 50 - 59 age group, 42 individuals responded with 35 of them saying they were OSU alumni and seven indicating that they were not. In the 60 and over group, 43 respondents replied. Thirty-one indicated that they were OSU alumni while 12 said they were not graduates of OSU. The total for alumni status by age equaled 172 alumni and 35 non-

TABLE X
ALUMNI STATUS BY AGE

Alumni Status	Age					Total Re- sponses
	29 and under	30- 39	40- 49	50- 59	60 and over	
Alumni	15	45	43	35	31	172
Non-Alumni	1	7	8	7	12	35
Total Responses	16	52	51	42	43	207

*Indicates the number of responses reported.

alumni.

Alumni Status By Gender. For the females in the group there were a total of 94 respondents, 77 indicated that they were OSU alumni while 17 indicated that they were not (see Table XI). For the males there were 113 respondents, with 95 OSU alumni and eight stating that they were non-alumni of OSU.

Alumni Status By Income. Forty-three respondents reported an income of \$19,999 or less, 37 were OSU alumni, while six stated that they were non-alumni (see Table XII). In the income group \$20,000 - \$39,999, 51 replied, with 43 indicating OSU alumni status and eight saying they were non-alumni. The \$40,000 - \$59,999 group had 46 total responses with 38 indicating alumni status and eight as non-alumni. For the income group \$60,000 - \$79,999 there were 16 total responses, and of these, 13 respondents indicated that they were OSU alumni while three said that they were not. In the \$80,000 to \$99,999 group there were 13 replies, 11 from OSU alumni and two from non-alumni. In the \$100,000 and more group there were 19 respondents, 18 of them OSU alumni and only one was a non-alumni. There is an interesting trend for personal income levels by alumni status. In the lower income levels the ratio is five to one in favor of alumni status. In the top two income levels the ratio is 12 to one in favor of alumni status.

In a review of this section it is obvious that the OSU

TABLE XI
ALUMNI STATUS BY GENDER

Alumni Status	Gender		Total Responses
	Female	Male	
Alumni	77*	95	172
Non-Alumni	17	18	35
Total Responses	94	113	307

*Indicates number of responses reported.

TABLE XII
ALUMNI STATUS BY INCOME

Alumni Status	Income						Total Re- sponses
	\$19,999 & under	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$79,999	\$80,000- \$99,999	\$100,000 & over	
Alumni	37*	43	38	13	11	18	160
Non-Alumni	6	8	8	3	2	1	28
Total Responses	43	51	46	16	13	19	188

*Indicates number of responses reported.

Posse is made up of mostly OSU alumni. Of the respondents, 84 percent were OSU Alumni and 16 percent were non-alumni.

Highest Degree Earned By
Age, Gender, and Income

This section examined the highest degree earned by OSU Posse members.

- o Total number of respondents when considering age was 173.
- o Total number of respondents when considering gender was 185.
- o Total number of respondents when considering personal income was 189.

The section on highest degree earned was sub-divided in ten categories: (1) attended but did not graduate; (2) Associates of Art (AA); (3) Bachelor of Science (BS); (4) Bachelor of Art (BA); (5) Master of Science (MS); (6) Master of Art (MA), (7) Specialist in Education (EdS); (8) Doctor of Education (EdD); (9) Doctor of Veterinary Medicine (DVM); (10) Doctor of Philosophy (PhD). Because of the limited number of respondents that had earned an Associate of Art degree (4), a Master of Art degree (1), and an Educational Specialist degree (0), these degrees are eliminated from further analysis in this section (See Tables XIII, XIV, and XV for further information concerning these degrees). Also, Doctor of Education degree (6), the Doctor of Veterinary Medicine (3) and the Doctor of Philosophy degree (13) were combined into one group in this section. They were listed as Doctoral Degrees. Highest degrees earned was compared to age, gender, and personal income of respondents. The age groups

used in this section were the same as previous sections, as are the grouping for gender and personal income.

Highest Degree Earned By Age. In the age group 29 and under, 16 responses were recorded (see Table XIII). Twelve had BS degrees, and two indicated that they had earned doctoral degrees. Two respondents also indicated that they attended school but did not graduate.

In the age group 30 - 39, there were 47 responses. Thirty-five respondents indicated that they had earned a BS degree. Five of them stated that they had earned a BA degree. There were three with MS degrees, two with doctoral degrees, and one who indicated that he/she attended but did not graduate.

The 40 - 49 age group had 43 respondents. Twenty-six indicated their highest degree was a BS. Five listed the MS as their highest degree. Four listed the BA as the highest degree, four also reported earning doctoral degrees, and two stated they attended but did not graduate.

The 50 - 59 age group had 37 responses. Of these, 18 indicated that the BS degree was the highest degree earned. Five responses were recorded for the BA degree and the MS degree. Four respondents stated that they had earned a doctoral degree, and three said they had attended but did not graduate.

In the 60 and over group, there were 34 responses. Seventeen individuals stated that their highest degree was the BS degree. Eleven had earned the MS degree and three,

TABLE XIII
HIGHEST DEGREE EARNED BY AGE

Highest Degree	Age					Total Re- sponses
	29 and under	30- 39	40- 49	50- 59	60 and over	
Attended but did not graduate	2*	1	2	3	2	10
AA	0	1	1	2	0	4
BS	12	35	26	18	17	108
BA	0	5	4	5	3	17
MS	0	3	5	5	22	24
MA	0	0	1	0	0	1
EdS	0	0	0	0	0	0
EdD	0	1	2	3	0	6
DVM	1	1	1	0	0	3
PhD	1	0	1	1	1	4
Total Responses	16	47	43	37	34	173

*Indicates the number of responses reported.

the BA degree. Two individuals said that they had attended but did not graduate, and one had earned a doctoral degree.

The totals for highest degree earned by age showed that 73 percent of the respondents earned bachelor's degrees, 14 percent earned MS degrees, eight earned doctoral degrees, and six percent had attended but did not graduate.

Highest Degree Earned By Gender. For females there were 83 responses (see Table XIV). Of these, 46 respondents stated that their highest degree was a BS. Twelve listed the MS, nine the BA, eight attended but did not graduate, and five reported that they had earned a doctoral degree.

For the male respondents there were 102 responses; 63 with BS degrees, 13 with MS degrees, eight who attended but did not graduate, eight with BA degrees, eight with doctoral degrees, and two with AA degrees.

Highest Degree Earned By Income. In the \$19,999 and under category, 31 responses were recorded for individuals earning a BS degree, nine with a BA degree, five attended but did not graduate, and one each for the AA degree, MA degree, and the doctoral degree (see Table XV).

The \$20,000 - \$39,999 category reported a total of 45 responses. Twenty-six listed their highest degree as the BS degree, ten with the MS degree, six attended but did not graduate, four with doctoral degrees, and one each for the

TABLE XIV
HIGHEST DEGREE EARNED BY GENDER

Highest Degree	Gender		Total Responses
	Female	Male	
Attended, but did not graduate	8*	8	16
AA	2	2	4
BS	46	63	109
BA	9	8	17
MS	12	13	25
MA	1	0	1
EdS	0	0	0
EdD	3	3	6
DVM	1	2	3
PhD	1	3	4
Total Responses	83	102	185

*Indicates number of responses reported.

TABLE XV
HIGHEST DEGREE EARNED BY INCOME

Highest Degree	Income						Total Re- sponses
	\$19,999 & under	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$79,999	\$80,000- \$99,999	\$100,000 & over	
Attended but did not graduate	5*	6	2	1	0	4	15
AA	1	1	1	1	0	0	4
BA	9	1	3	1	0	4	18
BS	31	26	28	9	8	7	109
MS	4	10	6	2	0	3	25
MA	1	0	0	0	1	0	2
EdS	0	0	0	0	0	0	0
Edd	0	3	2	0	1	0	6
DVM	1	0	0	1	1	0	3
PhD	0	1	1	1	1	0	4
Total Responses	52	48	43	16	12	18	189

*Indicates number of responses reported.

AA and BA degrees.

The \$40,000 - \$59,999 category had a total of 43 responses. Twenty-eight were BS degrees, six the MS degree, three the BA degree, three with doctoral degrees, and one AA degree.

The \$60,000 - \$79,999 category reported 16 responses. Nine responses were for the BS degree, two for the MS degree, two doctoral degrees, and one each for the AA degree, the BA degree, and the category attended but did not graduate.

The \$80,000 - \$99,999 category reported 12 total responses. Eight responses listed the BS degree as the highest degree earned, three responses were reported for doctoral degrees, and one for the MA degree.

The \$100,000 and more category reported 15 responses. Seven for the BS degree, four for the BA degree and the category attended but did not graduate, and three for the MS degree.

Across all income levels, there were 189 responses. Of these, 67 percent of the respondents reported their highest degree to be a bachelor's degree, 13 percent listed the MS degree, eight percent attended but did not graduate, and seven percent had doctoral degrees.

When comparing the average rank of all responses across the major subdivisions of age, gender, and income, the category Bachelor of Science indicating the highest degree earned by the respondent, was rated first with an

average rank of 1.00. Second was Master of Science with an average rank of 3.00. Third, was the Bachelor of Arts degree with a 3.23 average rank. Fourth was the category attended but did not graduate, with a 3.54 average rank.

Job Classification By Age,
Gender, and Income

This section provided information about occupations held by OSU Posse members.

- o Total number of responses when considering age equaled 206.
- o Total number of responses when considering gender equaled 187.
- o Total number of responses when considering income equaled 190.

The job classifications were: (1) professional, administrative, and managerial; (2) clerical; (3) sales; (4) service, (5) agricultural, forestry, and conservation; (6) processing; (7) machine trades; (8) bench work; (9) structural work; (10) miscellaneous; (11) housewife; and (12) retired. Because there were less than two total responses in the following categories: processing, machine trades, bench work and structural work, they were not discussed in the written analysis. For further details on these occupations see Tables XVI, XVII, and XVIII.

Job Classification By Age. The 29 and under age group had 16 total responses (see Table XVI). Seven individuals reported their occupations to be professional, administrative, and managerial. Three respondents reported occupations in the service group, three were miscellaneous, and one response each for clerical, sales, and housewife.

The 30 - 39 age group had a total of 51 responses. Thirty-three responses were in the professional, admini-

TABLE XVI
JOB CLASSIFICATION BY AGE

Occupation	Age					Total Re- sponses
	29 and under	30- 39	40- 49	50- 59	60 and over	
Professional, Administrative, & Managerial	7*	33	33	20	9	102
Clerical	1	5	3	0	1	10
Sales	1	7	8	7	1	24
Service	3	0	1	2	1	7
Agriculture, Forestry, and Conservation	0	2	2	6	1	11
Processing	0	0	0	0	0	0
Machine Trades	0	0	0	0	0	0
Bench Work	0	0	0	0	0	0
Structural Work	0	0	0	0	0	0
Miscellaneous	3	0	0	0	0	3
Domestic	1	4	5	3	4	17
Retired	0	0	0	5	27	32
Total Responses	16	51	52	43	44	206

*Indicates the number of responses reported.

strative, and managerial category. There were seven responses from the sales category. Five were clerical, four housewife, and two from the agricultural, forestry, and conservation category.

The 40 - 49 age group had 52 responses. Thirty-three responses were from the professional, administrative, and managerial category, eight were in sales, five were housewives, three indicated they were clerical, two each in agricultural, forestry, and conservation, and one response from the service category.

The 50 - 59 age group reported 43 responses. Twenty responses were from the professional, administrative, and managerial classification. Seven responses were recorded for sales, and six for agricultural, forestry, and conservation. Five respondents said they were retired. Three indicated that they were housewives, and two were in the service category.

The 60 and over group reported 44 total responses. Twenty-seven respondents indicated that they were retired. Nine listed their job classification as professional, administrative, and managerial. Four respondents said they were housewives. There were single responses for the categories clerical, sales, service, and agriculture, forestry, and conservation.

Across all age groups, 50 percent of the respondents listed their job classification as professional, administrative, and managerial. Sixteen percent said they were

retired. Twelve percent listed that they were in sales. Eight percent of the respondents listed the category of housewife, five percent listed agriculture, forestry, and conservation, also, five percent for clerical, and three percent for service.

Job Classification By Gender. Female respondents reported 90 total responses (see Table XVII). Forty-five of the respondents reported their job classification was professional, administrative, and managerial. Sixteen listed themselves as housewives, and 11 were retired. Nine were clerical, six in sales, two in agriculture, and one in the service category.

The male respondents reported a total of 107 responses. Fifty-five male respondents indicated that their job classification was professional, administrative, and managerial. Eighteen listed sales as their occupation. Seventeen stated that they were retired, eight as agriculture, and two responses each for clerical and miscellaneous.

In total, 50 percent of the respondents indicated that their job classification was professional, administrative, or managerial. Fourteen percent were retired, twelve percent were in sales, and eight percent listed that they were housewives.

Job Classification By Income. The income level \$19,999 and under had 39 responses (see Table XVIII).

TABLE XVII
JOB CLASSIFICATION BY GENDER

Job Classification	Gender		Total Responses
	Female	Male	
Professional	45*	55	100
Clerical	9	2	11
Sales	6	18	24
Service	1	4	5
Agriculture	2	8	10
Structural	0	1	1
Miscellaneous	0	2	2
Housewife	16	0	16
Retired	11	17	28
Total Responses	90	107	197

*Indicates number of responses reported.

Eleven of these responses were in the professional, administrative, or managerial classification. Thirteen were housewives, the clerical category has four responses, three for retired, three for sales, and one for the service category.

The \$20,000 - \$39,999 group reported 48 responses. Twenty-six of these responses were in the professional, administrative, and managerial category. Seven were in sales, six were retired, four in service occupations, three in agriculture, and two in clerical occupations.

The \$40,000 - \$59,999 group had 45 responses. Twenty-two were professional, administrative, or managerial. Eleven said they were retired, six in sales, and two responses each were for clerical, service, and agriculture.

The \$60,000 - \$79,999 group recorded 26 responses. Twelve of these respondents indicated that they were retired. Eleven placed themselves in the professional, administrative, or managerial category, and three said they were in a sales occupation.

The \$80,000 to \$99,999 income category reported 13 responses. Twelve respondents said that their occupation was in the professional, administrative, or managerial category, while one said that he/she was in a sales occupation.

In the \$100,000 or more group, there were 19 responses. Twelve respondents listed their occupation as professional, administrative, or managerial, five listed

TABLE XVIII
JOB CLASSIFICATION BY INCOME

Job Classification	Income						Total Re- & over spones
	\$19,999 & under	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$79,999	\$80,000- \$99,999	\$100,000 & over	
Professional, Administrative, and Managerial	11*	26	22	11	12	12	94
Clerical	4	2	2	0	0	0	8
Sales	3	7	6	3	1	5	25
Service	1	4	2	0	0	0	7
Agriculture, Forestry, and Conservation	0	3	2	0	0	2	7
Processing	0	0	0	0	0	0	0
Machine Trades	0	0	0	0	0	0	0
Bench Work	0	0	0	0	0	0	0

TABLE XVIII (Continued)

Structural Work	1	0	0	0	0	0	1
Miscellaneous	3	0	0	0	0	0	3
Domestic	13	0	0	0	0	0	13
Retired	3	6	11	12	0	0	32
Total Responses	39	48	45	26	13	19	190

*Indicates number of responses reported.

sales, and two listed agriculture.

In total, across all income levels, there were 49 percent of the respondents who indicated their job classification as professional, administrative, or managerial. Seventeen percent were retired, 13 percent were in sales, seven percent were housewives, and four percent were in clerical, service, or agriculture.

When considering the areas of age, gender, and income, the results were very similar. The classification of professional, administrative, and managerial led the way in nearly every column on every table. It was interesting to note that few of the female respondents were housewives. It was also interesting to observe that many occupation classifications were nearly or entirely devoid of responses. The OSU Posse appears to be heavily numbered by individuals in the professions or in sales.

When comparing the average rank of all responses across the major subdivisions of age, gender, and income, the job classification, professional, administrative, and managerial was first with an average rank of 1.14. The category sales was second with an average rank of 2.77. The category clerical was third with an average rank of 3.62, and fourth was the category retired with an average rank of 3.69.

Attitudes of Posse Donors By
Age, Gender, and Income

The next seven sections provided information regarding attitudes held by OSU Posse members about their financial donations to the Oklahoma State University Athletic Department. Each section was guided by a specific research question. At the beginning of each section the specific research question was stated. The section headings were: (7) Sport Attendance by Age, Gender, and Income; (8) Preferred Method of Solicitation by Age, Gender, and Income; (9) Preferred Contacting Person by Age, Gender, and Income; (10) Reasons for Donating by Age, Gender, and Income; (11) Donation Allocation by Age, Gender, and Income; (12) General Area Allocation by Age, Gender, and Income; and (13) Specific Sport Allocations by Age, Gender, and Income.

Sport Attendance by Age,
Gender and Income

2. Research Question: What are the preferences of attending OSU athletic events of donors to the OSU Posse when considering categories of age, gender, and income?

This section provides information about which OSU sporting events Posse members preferred attending. The respondents were asked to rank in order of preference the four sports they most enjoyed attending. A first choice was weighted as four points, a second choice as three points, a third choice as two points, and a fourth choice

TABLE XIX
SPORT ATTENDANCE BY AGE

Sport Attendance	Age					Total Sums of Rankings & Responses
	29 & under	30-39	40-49	50-59	60 & over	
Baseball	22**(14)*	110 (43)	81 (36)	56 (26)	64 (29)	333 (148)
Basketball (men's)	32 (10)	114 (47)	112 (41)	84 (34)	77 (30)	419 (162)
Basketball (women's)	5 (2)	3 (2)	13 (6)	7 (4)	12 (7)	40 (21)
Cross country (men's)	2 (1)	0 (0)	7 (2)	0 (0)	0 (0)	9 (3)
Cross country (women's)	3 (1)	0 (0)	0 (0)	0 (0)	0 (0)	3 (1)
Football	57 (15)	171 (50)	177 (47)	108 (38)	142 (40)	655 (190)
Golf (men's)	3 (3)	12 (5)	15 (5)	18 (9)	11 (8)	59 (30)
Golf (women's)	0 (0)	1 (1)	1 (1)	3 (1)	2 (1)	7 (4)
Softball	2 (1)	0 (0)	8 (3)	2 (2)	3 (2)	15 (8)
Tennis (men's)	3 (2)	0 (0)	2 (1)	6 (3)	1 (1)	12 (7)
Tennis (women's)	1 (1)	1 (1)	3 (3)	5 (2)	0 (0)	10 (7)

TABLE XIX (Continued)

Track (men's)	0 (0)	7 (4)	3 (3)	3 (3)	0 (0)	13 (10)
Track (women's)	1 (1)	0 (0)	0 (0)	0 (0)	0 (0)	1 (1)
Wrestling	22 (11)	75 (40)	79 (36)	47 (24)	46 (23)	269 (134)
Total Sums of Rank-ings & Responses	163 (62)	495(193)	501(184)	339(146)	358(141)	1845 (726)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

as one point. When reporting the information on the tables, the figures in parentheses listed the total number of responses indicating that the sport was a first, second, third, or fourth choice. The column next to the response column was a summation column. This column listed the sum totals of the responses.

- o Total number of responses when considering age equaled 726.
- o Total number of responses when considering gender equaled 737.
- o Total number of responses when considering income equaled 673.

The OSU sports the the respondents selected from were: (1) baseball; (2) men's basketball; (3) women's basketball; (4) men's cross country; (5) women's cross country; (6) football; (7) men's golf; (8) women's golf; (9) softball; (10) men's tennis; (11) women's tennis; (12) men's track; (13) women's track; and (14) wrestling.

Sport Attendance By Age. Only those sports that reported ten responses per age group were included in the written analysis. For further details, refer to Table XIX. When reporting the number of responses, the summation ranking was also reported.

In the age group 29 and under, football received the highest number of responses with 15 responses and a summation ranking equal to 57 points. Baseball was next with 14 responses and a summation ranking equal to 22 points. Wrestling received 11 responses and a summation

ranking of 22 points. Men's basketball received 10 responses and these ranked sums equaled 22 points.

In the age group 30 - 39, football received the highest number of responses with 50 responses. These 50 responses equaled 171 points. Men's basketball received 47 responses and 114 points. Baseball had 43 responses at 110 points. Wrestling was fourth with 40 responses and 75 points.

In the age group 40 - 49, football had 47 responses and 177 points. Men's basketball had 41 responses and 172 points. Baseball had 36 responses and 81 points, wrestling also had 36 responses but recorded only 79 points.

In the age group 50 - 59, football had 38 responses and 108 points. Men's basketball was next with 34 responses and 84 points. Baseball was third with 26 responses and 56 points. Wrestling was fourth with 24 responses and 47 points.

In the age group 60 and over, football again led with 40 responses and 142 points. Next was men's basketball with 30 responses and 77 points. Baseball again was third with 29 responses and 64 points. Wrestling was fourth with 23 responses and 46 points.

In total, across all age groups, OSU Posse members most preferred attending football games, men's basketball games, baseball games, and then wrestling matches. Men's golf tournaments were a distant fifth, and sixth was women's basketball games with 21 responses. No other sport

TABLE XX
SPORT ATTENDANCE BY GENDER

Sport Event	Gender		Total Sums of Rankings & Responses	
	Female	Male		
Baseball	150**(69)*	175 (82)	325	(151)
Basketball (men's)	209 (80)	230 (92)	439	(172)
Basketball (women's)	28 (13)	9 (7)	37	(20)
Cross country (men's)	5 (3)	5 (2)	10	(5)
Cross country (women's)	3 (1)	0 (0)	3	(1)
Football	303 (86)	377 (103)	680	(189)
Golf (men's)	21 (12)	34 (17)	55	(29)
Golf (women's)	9 (6)	2 (1)	11	(7)
Softball	9 (5)	5 (2)	14	(7)
Tennis (men's)	9 (6)	5 (3)	14	(9)
Tennis (women's)	4 (4)	1 (1)	5	(5)
Track (men's)	2 (2)	10 (6)	12	(8)
Track (women's)	0 (0)	0 (0)	0	(0)
Wrestling	112 (53)	166 (81)	278	(134)
Total Sums of Rank- ings & Responses	864 (340)	1019 (397)	1883	(737)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

received more than ten total responses for all age groups.

Sport Attendance By Gender. Only those sports that had ten responses per gender category were included in the written analysis. For more information, refer to Table XX. When reporting the number of responses, a summation of the ranking was also reported. The summation of ranking was reported as points.

For female respondents, 86 female respondents indicated they preferred attending football games. Their summation ranking equaled 303 points. Men's basketball was next with 80 responses indicating a preference for men's basketball at 209 points. Baseball was third with 69 responses and 150 points. Wrestling was rated as fourth with 53 responses and 112 points. Women's basketball was fifth at 13 responses and 28 points and men's golf was sixth reporting 12 responses and 21 points.

For the males, there was a total of 397 responses. Of this total, 103 respondents attended football games. The summation of these responses equaled 377 points. Men's basketball was next at 92 responses and 230 points. Baseball was third with 82 responses and 175 points. Wrestling was fourth with 81 responses and 166 points. Men's golf was the only other sport that received more than ten responses. Men's golf had 17 responses and 34 points.

When totaling the responses of both females and males, football games were most preferred as a spectator sport over all other sports. Men's basketball games were next,

followed by baseball games and wrestling matches. Men's golf and women's basketball games were fifth and sixth. For specific sports, female and male respondents agreed that football, men's basketball, baseball, and wrestling were their most preferred sports to attend. Male respondents selected men's golf as their fifth choice while female respondents selected women's basketball.

Sport Attendance By Income. Only those sports that received at least ten responses per income level were included in the written analysis. For further details, see Table XXI. When reporting the number of responses, summation totals were also reported.

For the income level \$19,999 and less there were 158 responses. Football received 41 of these responses and the summation of these rankings equaled 119 points. Basketball was next with 37 responses and 91 points. Wrestling was third with 30 responses and 51 points. Baseball was fourth receiving 29 responses and 67 points.

In the \$20,000 - \$39,999 income level, there were 184 responses. Football was first again with 46 responses and 167 points. However, men's basketball was a close second with 45 responses and 119 points. Baseball was third at 36 responses and 81 points. Wrestling was fourth with 31 responses and 69 points.

The income level \$40,000 - \$59,999 had 161 responses. Football received 42 of these responses and 142 points. Baseball was second with 38 responses and 94 points. Men's

TABLE XXI
SPORT ATTENDANCE BY INCOME

Sport Attendance	Income						Total Sums of Rankings & Responses
	\$19,999 & under	\$20,000-\$39,999	\$40,000-\$59,999	\$60,000-\$79,999	\$80,000-\$99,999	\$100,000 & over	
Baseball	67** (29)*	81 (36)	94 (38)	28 (12)	20 (9)	23 (13)	313 (137)
Basketball (men's)	91 (37)	119 (45)	82 (35)	37 (14)	22 (9)	43 (16)	394 (156)
Basketball (women's)	16 (7)	13 (7)	3 (2)	3 (2)	0 (0)	0 (0)	35 (18)
Cross Country (men's)	0 (0)	0 (0)	2 (1)	0 (0)	4 (1)	0 (0)	6 (2)
Cross Country (women's)	0 (0)	3 (2)	2 (1)	0 (0)	0 (0)	0 (0)	5 (3)
Football	119 (41)	167 (46)	142 (42)	57 (15)	43 (12)	65 (18)	593 (174)
Golf (men's)	9 (5)	6 (5)	8 (6)	0 (0)	6 (2)	22 (9)	51 (27)
Golf (women's)	1 (1)	4 (2)	2 (1)	0 (0)	0 (0)	0 (0)	7 (4)

TABLE XXI (Continued)

Softball	4 (3)	5 (3)	2 (1)	0 (0)	0 (0)	0 (0)	11 (7)
Tennis (men's)	4 (2)	1 (1)	3 (2)	2 (1)	0 (0)	0 (0)	10 (6)
Tennis (women's)	6 (3)	1 (1)	4 (1)	1 (1)	0 (0)	0 (0)	12 (6)
Track (men's)	0 (0)	4 (4)	2 (1)	1 (1)	4 (2)	2 (1)	13 (9)
Track (women's)	0 (0)	2 (1)	0 (0)	0 (0)	0 (0)	0 (0)	2 (1)
Wrestling	5 (30)	69 (31)	57 (30)	23 (12)	21 (9)	22 (11)	243(123)
Total Sums of Rankings & Responses	368(158)	475(184)	403 (161)	152 (58)	120 (44)	177 (68)	1695(673)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

basketball was third with 35 responses and 82 points. Wrestling was fourth receiving 30 responses and 51 points.

The \$60,000 - \$79,999 income level had 58 total responses. Football was first with 15 responses and 57 points, second was men's basketball with 14 responses and 37 points, baseball was third with 12 responses and 28 points followed by wrestling with 12 responses and 23 points.

In the category \$80,000 - \$99,999, there were 44 responses. Only football had more than ten responses. Football recorded 12 responses and 43 points. Baseball, men's basketball, and wrestling each at nine responses.

In the category \$100,000 and over, there were a total of 68 responses. As usual, football was first with 18 responses and 65 points. Men's basketball was next at 16 responses and 43 points. Baseball was third with 13 responses and 23 points. Wrestling was fourth with 11 responses and 23 points. Of special note, men's golf had a strong showing among high income donors. Golf received nine responses and 22 points.

In total across all income levels, there were 673 responses. The ranking of most preferred OSU sports to attend was football, men's basketball, baseball, wrestling, men's golf, and women's basketball. Men's track, women's tennis, softball, and then men's tennis are next in order of preference when considering income levels.

When comparing the average rank of all responses

across the major subdivisions of age, gender, and income, the sport most preferred to attend was football with an average rank of 1.00. Second was men's basketball with an average rank of 2.15. Third was baseball with an average rank of 2.85. Fourth was wrestling at 3.54. Fifth was men's golf with an average rank of 5.77, and sixth was women's basketball with an average rank of 6.23.

Preferred Method of Solicitation

By Age, Gender, and Income

3. Research Question: What are the preferred methods of solicitation among donors to the OSU Posse when considering the categories of age, gender, and income?

This section provides information about which methods of solicitation donors most preferred. The donors were asked to rank in order their four most preferred methods of solicitation. The respondents were given five categories to choose from: (1) Donor makes initial contact; (2) Letter from the department; (3) Phone call from the department; (4) Person to person contact from the department; and (5) Other.

- o Total number of responses when considering age equaled 699.
- o Total number of responses when considering gender equaled 695.
- o Total number of responses when considering income equaled 626.

When analyzing and summarizing the data, a first choice was weighted as four points, a second choice as three points, a third choice as two points, and a fourth choice as one point. When reporting the information the total number of responses were listed first followed by a summation of the rankings.

Method of Solicitation By Age. The age group 29 and under reported a total of 60 responses (see Table XXII). Donors in this age group preferred being solicited by

TABLE XXII
PREFERRED METHOD OF SOLICITATION BY AGE

Method of Contact	Age					Total Sums of Rankings & Responses
	29 and under	30- 39	40- 49	50- 59	60 and over	
Donor makes initial contact	37**(15)*	136 (48)	112 (46)	84 (34)	64 (24)	433 (167)
Letter from	50 (16)	188 (47)	166 (50)	132 (40)	122 (36)	658 (189)
Phone call from	35 (15)	117 (46)	110 (47)	76 (34)	67 (29)	405 (171)
Person to Person contact	37 (14)	66 (42)	88 (43)	84 (35)	55 (24)	330 (158)
Other	0 (0)	10 (4)	11 (5)	2 (2)	6 (3)	29 (14)
Total Sum of Rank- ings & Responses	159 (60)	517(187)	487(191)	378(145)	314(116)	1855 (699)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

direct mail. Sixteen respondents indicated they preferred being solicited by mail, the summary ranking equaled 50 points. Donor making the initial contact was second with 15 responses and 37 points. Phone solicitation was next with 15 responses and 35 points. Person to person contact was fourth with 14 responses and 37 points.

The age group 30 - 39 received a total of 187 responses. Donor makes the initial contact had the highest number of responses with 48 and 136 points. Forty-seven respondents indicated they preferred receiving a letter of solicitation which had a summation ranking of 188 points. Phone call solicitation was third with 46 responses and 117 points. Person to person contact was fourth with 42 responses and 66 points. Other, received four responses and ten points.

The age group 40 - 49 reported 191 responses. Fifty responses listed letter solicitation as most preferred. These responses equaled 166 points. Phone solicitation received 47 responses and 110 points. Donor makes initial contact received 46 responses and 112 points. Fourth was person to person contact, 43 responses and 88 points. Fifth was other, which reported five responses and 11 points.

The age group 50 - 59 reported 145 total responses. Letter solicitation was first with 40 responses and 132 points. Second was person to person contact with 35 responses and 84 points. Third was donor makes initial contact, 34 responses and 84 points. Fourth, phone

solicitation with 34 responses and 76 points, and two responses and two points for the category other.

The age group 60 and over reported 116 total responses. This group clearly preferred letter solicitation reporting 36 responses and 122 points. Second was phone solicitation with 29 responses but only 67 points. Third was donor makes initial contact with 24 responses and 64 points. Fourth was person to person contact with 24 responses and 55 points. Fifth with three responses and six points was the category other.

In total, across all age groups, letter solicitation was the most preferred solicitation method. Letter solicitation received 189 responses and 658 total points. Second in total responses was phone call solicitation with 171 responses. However, phone solicitation was behind donor makes the initial contact when summarizing the total points. Donor makes initial contact has four less total responses but led phone solicitation by 28 points, 433 points to 405 for phone calls. Person to person contact was fourth with 158 responses and 330 points. The category other was fifth with 14 responses and 29 points.

Method of Solicitation by Gender. The number of female responses was 328 with 804 summary points (see Table XXIII). Ninety female respondents indicated that letter solicitation was their preferred method of being contacted to make a donation. The summarized ranking equaled 310 points. Eighty-one female respondents indicated donor

TABLE XXIII
PREFERRED METHOD OF SOLICITATION BY GENDER

Method of Contact	Gender		Total Sums of Rankings & Responses
	Female	Male	
Donor makes the initial contact	217**(81)*	223 (90)	440 (171)
Letter from	310 (90)	318 (99)	628 (189)
Phone call from	168 (80)	213 (86)	381 (166)
Person to person contact	92 (71)	201 (85)	293 (156)
Other	17 (6)	14 (7)	31 (13)
Total Sums of Rank- ings & Responses	804 (328)	969 (367)	1773 (695)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

makes the initial contact as their second most preferred method of solicitation. The ranking summary equaled 217 points. Third was phone solicitation with eighty responses and 168 points. Fourth was person to person contact. This category had 71 responses and 92 points. And fifth was the category other which recorded six responses and 17 points.

The male respondents reported 367 responses. Letter solicitation was rated as the most preferred method with 99 responses and 318 points. Donor makes the initial contact, was ranked second with 90 responses and 223 points. Third was phone solicitation with 86 responses and 213 points. Person to person contacting was ranked fourth with 85 responses and 201 points. Fifth was the category other with seven responses and 14 points.

In total, letter sollicitating was ranked first with 189 responses and 628 points. Second was donor makes the initial contact with 171 responses and 440 points. The third most preferred method of solicitation was phone solicitation. This category had 166 responses and a summary ranking of 381 points. Fourth was person to person contact with 156 responses and 293 points. This was followed by the category other with 13 total responses and 31 total points. Male donors and female donors held very similar attitudes about methods of solicitation they preferred.

Methods of Solicitation by Income. In the category \$19,999 and less there were 152 responses and 390 points (see Table XXIV). Letter solicitation was ranked highest with 41 responses and 132 points, donor make initial contact was next with 37 responses and 90 points. Third was phone soliciting with 36 responses and 87 points. Fourth was person to person contacting with 36 responses and 77 points. Fifth was other, with two responses and four points.

The \$20,000 - \$39,999 category had 166 responses and 443 points. Of these, letter solicitation had 46 responses and 151 points, donor makes the initial contact received 39 responses and 111 points. Third, was phone soliciting with 38 responses and 90 points. Fourth was person to person contacting with 39 responses and 78 points. The other category had four responses and 13 points.

The category \$40,000 - \$59,999 had a total of 141 responses and 380 points. Letter solicitation received 38 responses and 134 points. Donor makes the initial contact had 37 responses and 100 points. While phone soliciting received 34 responses and 83 points. Fourth was person to person contacting with 30 responses and 60 points. The category other had two responses and three points.

The category \$60,000 - \$79,999 had 55 total responses and 136 points. Letter solicitation reported 15 responses and 51 points. Second was donor makes the initial contact with 14 responses and 32 points. Third was phone

TABLE XXIV

PREFERRED METHOD OF SOLICITATION BY INCOME

Method of Contact	Income										Total Sums of Rank- ings & & over Responses
	\$19,999 & under	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$79,999	\$80,000- \$99,999	\$100,000 & over					
Donor makes the initial contact	90** (37)*	111 (39)	100 (37)	32 (14)	25 (11)	29 (14)					387(152)
Letter from	132 (41)	151 (46)	134 (38)	51 (15)	36 (12)	53 (18)					557(170)
Phone call from	87 (36)	90 (38)	83 (34)	30 (12)	30 (12)	37 (16)					357(148)
Person to person contact	77 (36)	78 (39)	60 (30)	22 (13)	28 (12)	53 (16)					318(146)
Other	4 (2)	13 (4)	3 (2)	1 (1)	0 (0)	1 (1)					22 (10)
Total Sums of Rank- ings & Responses	390 (152)	443 (166)	380 (141)	136 (55)	119 (47)	173 (65)					1641(626)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

soliciting at 12 responses and 30 points. Person to person contacting reported 13 responses and 22 points. The category other had one response and one point.

The category \$80,000 - \$99,999 reported 47 responses and 119 points. Letter solicitation was first with 12 responses and 36 points. Followed closely by phone solicitation at 12 responses and 30 points, and person to person contacting with 12 responses and 28 points. Donor makes the initial contact was fourth with 11 responses and 25 points.

The category \$100,000 and more had 65 responses and 173 points. Letter solicitation received 18 responses and 53 points. Next was person to person contact with 16 responses and 53 points. Third was phone soliciting with 16 responses and 37 points. Fourth was donor makes the initial contact with 14 responses and 29 points.

Across all income levels Posse respondents preferred letter solicitation over other methods of solicitation within each category. Letter soliciting had a total of 170 responses and 557 points. This category had its greatest support in the first four income levels. Donor makes the initial contact had the second highest ranking with 152 responses and 387 points. It ranked second in the first four income levels. However, in the final two levels it ranked second place to fourth place as a preference among higher income donors. Phone solicitation was ranked third overall with 148 responses and 357 points. Person to

person contacting was ranked fourth overall with 146 responses and 318 points. However, in the income category \$80,000 - \$99,999 it ranked third and in the \$100,000 and more category it ranked second.

A complete overview of this section indicated that donors prefer letter solicitation to other methods of solicitation. The category, donor makes the initial contact was rated second; however, older donors and donors in higher income levels seem to prefer person to person contact or phone solicitations to this method. Phone solicitation was ranked third by most respondents in most categories. Person to person ran a close fourth to phone solicitation as a preferred method of contacting donors.

When comparing the average rank of all responses across the major subdivisions of age, gender, and income, the most preferred method of solicitation was letter from the department with an average rank of 1.08. Second was donor makes the initial contact with an average rank of 2.46. Third was phone call from the department with an average rank of 2.69, and fourth was person to person contact with an average rank of 3.08.

Preferred Contacting Person

By Age, Gender, and Income

4. Research Question: Who do donors to the OSU Posse prefer being contacted by when making their donation, when considering the categories age, gender, and income?

This section provides information concerning attitudes held by OSU Posse members and who they preferred would make a personal contact to ask them for a donation. The respondents were given eight choices: (1) An athletic gift staff member; (2) an athletic director; (3) a head coach, (4) an assistant coach; (5) a Posse volunteer; (6) an athletic department staff member; (7) a student athlete, or (8) other. The respondent was asked to rank in order their first four most preferred individuals. As with other sections where a similar data collection method was used, total responses were recorded and a summation of these responses were also tabulated.

- o Total number of responses when considering age equaled 666.
- o Total number of responses when considering gender equaled 654.
- o Total number of responses when considering income equaled 614.

Preferred Contacting Person by Age. The age group 29 and under reported 60 responses and 149 points (see Table XXV). An athletic gift staff member had the highest number of responses with 12. However, the athletic director had the highest point total with 29. The athletic director has

TABLE XXV
PREFERRED CONTACTING PERSON BY AGE

Contacting Person	Age					Total Sums of Rankings & Responses
	29 & under	30-39	40-49	50-59	60 & over	
Athletic Gift Staff Member	20**(12)*	84 (32)	61 (23)	49 (20)	67 (20)	281(107)
The Athletic Director	29 (11)	59 (24)	65 (21)	55 (21)	34 (16)	242 (93)
A Head Coach	23 (7)	84 (29)	84 (26)	65 (21)	32 (12)	288 (95)
An Assistant Coach	14 (6)	51 (23)	41 (22)	25 (14)	16 (7)	147 (72)
A Posse Volunteer	11 (6)	84 (35)	64 (25)	64 (22)	53 (21)	276(110)
An Athletic Department Staff Member	23 (10)	63 (26)	59 (29)	34 (17)	37 (17)	216 (99)
A Student/Athlete	25 (7)	46 (24)	38 (17)	29 (13)	14 (6)	152 (67)
Other	4 (1)	12 (3)	21 (6)	32 (8)	17 (5)	86 (23)
Total Sums of Rank- ings & Responses	149 (60)	483(196)	433(170)	353(136)	270(104)	1688(665)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

the second highest level of responses with 11, followed by an athletic department staff member with ten, then a head coach or student athlete with seven responses. Six responses were recorded for an assistant coach and a Posse volunteer, and one response was recorded for the category other. However, the summation of rankings differed from the responses ranking. For summation ranking, the student athlete was ranked second with 25 points. Tied for third was the head coach and an athletic department staff member with 23 points. Fifth was an athletic gift staff member with 20 points. Sixth was an assistant coach with 14 points, then a Posse volunteer with 11 points.

In the age group 30 - 39 there were 196 responses and 483 points. A Posse volunteer had the highest number of responses with 35, followed by an athletic gift staff member with 32, then the head coach with 29, and an athletic staff member at 26 points. A student athlete ranked fifth along with the athletic director at 24 responses, and an assistant coach had 23 responses. As for summation ranking points, the Posse volunteer, a head coach, and an athletic gift staff member all tied for first with 84 points. Next came an athletic department staff member at 63 points followed in sixth place the athletic director with 59 points. The student athlete received 46 points and the category other received 12 points.

The age group 40 - 49 reported 170 responses and 433 points. The response rankings were as follows: first,

athletic department staff member, 29 responses; second, Posse volunteer and head coach, 26 responses; fourth, athletic gift staff member, 23 responses; fifth, assistant coach, 22 responses; sixth, the athletic director, 21 responses; seventh, student athlete, 17 responses; and eighth, other with six responses. The summation of the ranking was slightly different. They were as follows: first, the head coach, 84 points; second, the athletic director, 65 points; third, a Posse volunteer, 64 points; fourth, an athletic gift staff member, 61 points, fifth, was an athletic department staff member, 59 points; sixth, an assistant coach, 41 points; seventh, student athlete, 38 points; and eighth, other, 21 points.

The age group 50 - 59 had 136 responses and 353 points. Posse volunteer received the highest number of responses with 22. The head coach and the athletic director had 21 responses each. An athletic gift staff member was ranked fourth with 20 responses. Fifth was an athletic department staff member which received 17 responses. Sixth was the assistant coaches, seventh, student athletes, and eighth, the category other. Again, the summation of the ranking column did not parallel the responses column. The summation ranking went as follows: first, head coaches with 65 points; second, Posse volunteers with 64 points; third, the athletic director, 55 points; fourth, an athletic gift staff member, 49 points; sixth, an athletic department staff member with 34 points;

sixth, the category other with 32 points; and eighth, student athletes with 29 points.

The category \$100,000 and more reported 104 responses and 270 summation points. The responses rankings went as follows: Posse volunteers, 21; athletic gift personnel, 20; athletic gift staff personnel, 17; the athletic director, 16; head coaches, 12; assistant coaches, seven; student athletes, six; and the category other had five responses. The summation ranking were slightly different from the responses rankings. The summation rankings were as follows: first, athletic gift personnel with 67 points; second, Posse volunteers, 53 points; third, athletic department personnel, 37 points; fourth, the athletic director, 34 points; fifth, a head coach, 32 points; sixth, the category other, 47 points; seventh, assistant coaches, 16 points, and eighth, student athletes, 14 points.

In total across all age groups, the respondents preferred being contacted by Posse volunteers, 110 responses and 276 points or by athletic gift staff personnel, 107 responses and 281 points. However, an interesting thing can be observed in this data, only 95 total responses were recorded for the category a head coach, but this category led in summation rankings with 288 points. The third highest response was athletic department personnel with 99 responses and 216 points. However, the athletic director received only 93 responses but 242 points. For further details, see Table XXV.

Preferred Contacting Persons by Gender. The female respondents recorded 300 responses and 846 summation ranking points (see Table XXVI). Posse volunteers led with 53 responses and 156 points, next was athletic gift personnel with 51 responses and 142 points. Third in responses was athletic department personnel with 47 responses and 118 points. The 118 points was rated fifth in summation ranking behind the athletic director with 127 points but only 38 responses and 122 points for the head coach, who also received 38 responses. Student athletes had more responses than either head coaches or the athletic director with 40 responses but only 113 points. The final two ratings were assistant coaches, 28 responses and 51 points and the category other with five responses and 17 points.

The male respondents recorded 354 responses and 882 points. In the responses ranking, athletic gift personnel and Posse volunteers tied for first with 55 responses each. Third, was the athletic director with 53 responses; followed by the head coach, 51 responses; athletic department personnel, 50 responses; assistant coaches, 47 responses; student athletes, 28 responses; and then the category other with 15 responses. For the summation ranking, head coaches led with 157 points; second, athletic staff personnel, 153 points; third, Posse volunteers, 142 points; fourth, the athletic director, 119 points; fifth, assistant coaches, 99 points; sixth, athletic department

TABLE XXVI
PREFERRED CONTACTING PERSON BY GENDER

Contacting Person	Gender		Total Sums of Rankings & Responses	
	Female	Male		
An Athletic Gift Staff Member	142**(51)*	153 (55)	295	(106)
The Athletic Director	127 (38)	119 (53)	246	(91)
A Head Coach	122 (38)	157 (51)	279	(89)
An Assistant Coach	51 (28)	99 (47)	150	(75)
A Posse Volunteer	156 (53)	142 (55)	298	(108)
An Athletic Depart- ment Staff Member	118 (47)	95 (50)	213	(97)
A Student/Athlete	113 (40)	57 (28)	170	(68)
Other	17 (5)	60 (15)	77	(19)
Total Sums of Rank- ings & Responses	300 (846)	354 (882)	1728	(654)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

staff members, 95 points; seventh, the category other with 60 points; and eighth, student athletes with 57 points.

In total among male and female respondents, Posse volunteers were the most preferred contact person with 108 total responses and 298 points. Second was athletic gift personnel with 106 responses and 295 points. From this point on the response ranking and the summation ranking differed. In the responses ranking, third was athletic department personnel with 97 responses; fourth, athletic director, 91 points; fifth, head coaches, 89 responses; sixth, assistant coaches, 75 responses; seventh, student athletes, 68 responses; and eighth, the category other, 19 responses. Third in the summation rankings was head coaches with 279 points; fourth, the athletic director 246 points; fifth, athletic department personnel, 213 points; sixth, student athletes, 170 points; seventh, assistant coaches, 150 points; and eighth, the category other, 77 points.

When comparing male respondents to female respondents they agree that Posse volunteers and then athletic gift personnel are their most preferred individuals to be contacted by for a donation. However, there are slight differences in the other categories; females tend to prefer athletic department and students athletes while the male respondents prefer being contacted by the athletic director and head coaches. This is an area that could be studied in more depth in a future research project.

TABLE XXVII

PREFERRED CONTACTING PERSON BY INCOME

Contacting Person	Income						Total Sums of Rank- ings & Responses
	\$19,999 & under	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$79,999	\$80,000- \$99,999	\$100,000 & over	
An Athletic Gift staff member	58** (23)*	69 (25)	59 (21)	18 (7)	21 (10)	27 (10)	252 (94)
Athletic Director	58 (23)	54 (18)	48 (23)	20 (7)	10 (4)	30 (11)	220 (86)
A head coach	60 (20)	78 (26)	54 (19)	18 (6)	15 (4)	43 (14)	268 (89)
An assistant coach	19 (12)	55 (18)	29 (16)	17 (5)	14 (6)	19 (9)	153 (66)
A Posse volunteer	68 (24)	61 (31)	54 (23)	21 (9)	16 (6)	25 (9)	245 (102)

TABLE XXVII (Continued)

An Athletic Department staff member	51 (23)	72 (29)	41 (24)	14 (7)	12 (5)	6 (5)	196 (93)
A student/athlete	51 (19)	35 (15)	31 (13)	11 (5)	10 (5)	4 (2)	142 (59)
Other	4 (3)	20 (6)	32 (8)	12 (3)	5 (2)	12 (3)	85 (25)
Total Sums of Rankings & Responses	369(147)	444(168)	348(147)	131 (49)	103 (40)	166 (63)	156 (614)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

Preferred Contact Person by Income. The income level \$19,999 and less had 147 responses and 369 points (see Table XXVII). Posse volunteers were ranked first in responses with 24, followed by athletic gift personnel, athletic department personnel, and the athletic director all with 23 responses. Fifth, was the head coach with 20 responses, followed by student athletes with 19 responses, assistant coaches with 12 responses and the category other with 4 responses. The summation ranking were as follows: first, Posse volunteers, 68 points; second, head coaches, 60 points; third, athletic gift personnel and the athletic director with 58 points each. Next was student athletes and athletic department personnel with 51 points each, followed by assistant coaches with 19 points, and the category other with four points.

The income level \$20,000 - \$39,999 had 168 responses and 444 summation points. The responses rankings were as follows: first, Posse volunteers, 31 responses; second, athletic department personnel, 29 responses; third, head coaches, 26 responses; fourth, athletic gift personnel, 25 points; fifth, the athletic director and assistant coaches with 18 responses; seventh, student athletes with 15; and eighth, the category other with six responses. The summation ranking did not parallel the responses rankings. The summation rankings were as follows: First, head coaches, 78 points; second, athletic department personnel, 72 points; third, athletic gift personnel, 69 points; fourth,

Posse volunteers, 61 points; fifth, assistant coaches, 55 points; sixth, the athletic director, 54 points; seventh, student athletes, 35 points; and eighth, the category other 20 points.

The income level \$40,000 - \$59,999 recorded 147 responses and 348 points. The response ranking was as follows: first, athletic department personnel, 24 responses; second, Posse volunteers and the athletic director with 23 responses; fourth, athletic gift staff members, 21 responses; fifth, head coaches, 19 responses; sixth, assistant coaches, 16 responses; seventh, student athletes, 13 responses; and eighth, the category other with eight responses. Once again the summation ranking did not match the response rankings. The summation rankings were as follows; first, athletic gift personnel, 59 points; second, Posse volunteers and head coaches, 54 points; fourth, the athletic director, 48 points; fifth, athletic department personnel, 41 points; sixth, the category other, 32 points; seventh, student athletes, 31 points; and eighth, assistant coaches, 29 points.

The income level \$60,000 - \$79,999 recorded 49 responses and 131 summation points. The response rankings were as follows: Posse volunteers, nine responses; athletic department personnel, athletic gift personnel, and the athletic director, seven responses each; fifth, head coaches, six responses; sixth, student athletes and assistant coaches, five responses each; and eighth, the category

other with three responses. Following the trend of non agreement between response rankings and summation rankings, the summation rankings were as follows: first, Posse volunteers, 21 points; second, the athletic director, 20 points; third, head coaches and athletic gift personnel, 18 points; fifth, assistant coaches, 17 points; sixth, athletic department personnel, 14 points; seventh, the category other, 12 points; and eighth, student athletes with 11 points.

The income level \$80,000 - \$99,999 recorded 40 responses. The response rankings were as follows: first, athletic gift personnel, 8 responses; second, Posse volunteers and assistant coaches, six responses each; third, student athletes and athletic department personnel, five responses each; fourth, athletic director and head coaches, four responses; fifth, the category other with two responses. The summation rankings were not parallel to the response rankings. The summation rankings were as follows: first, athletic gift personnel, 21 points; second, Posse volunteers, 16 points; third, head coach, 15 points; fourth, assistant coaches, 14 points; fifth, athletic department personnel, 12 points; sixth, student athletes and the athletic director, 10 points; and seventh, the category other with five points.

The income level \$100,000 and more reported 63 responses and 166 summation points. The response rankings were as follows: first, head coaches, 14 responses;

second, athletic director, 11; third, athletic gift staff members, ten; fourth, assistant coaches and Posse volunteers, nine responses each; sixth, athletic department personnel, five; seventh, the category other with three responses; and eighth, student athletes with two responses. The summation rankings paralleled the response rankings with the exception of the category other with reported 12 points, moving it from seventh position to sixth position.

In total across all income levels, the respondents preferred being contacted by Posse volunteers if one looked at it from a response point of view with 102 responses. However, from a summation ranking point of view it would be the head coach with 268 points. The responses rankings and the summation rankings were quite different so they were recorded separately. The response rankings were as follows: first, Posse volunteers, 102; second, athletic gift personnel, 99; third, athletic department personnel, 93; fourth, head coaches, 89; fifth, the athletic director, 86; sixth, assistant coaches, 53; seventh, student athletes, 59; and eighth the category other with 25 responses. The summation rankings had the preferences listed as: first, the head coach, 268 points; second, an athletic gift staff member, 252 points; third, a Posse volunteer, 245 points; fourth, the athletic director, 220 points; fifth, an athletic department staff member, 196 points; sixth, assistant coaches, 153 points; seventh, student athletes, 142 points; and eighth, the category other with 85 points.

When comparing the average rank of all respondents across the major subdivisions of age, gender, and income, the most preferred contacting person was a Posse volunteer with a rank average of 2. Second was an athletic gift staff member with a rank average of 2.46. Third was an athletic department staff member at 3.23 and tied for fourth was the athletic director and the head coach at 3.54. Assistant coaches were sixth at 5.54.

Reasons for Donating by
Age, Gender, and Income

5. Research Question: What are the primary motivating factors for making a contribution by donors to the OSU Posse when considering categories of age, gender, and income?

This section provided information concerning attitudes held by Posse members and the reasons they indicated as to why they made a donation to the athletic department. The respondents were given nine choices: (1) To be a member of the OSU athletic club; (2) To obtain priority seating; (3) To promote the image of the university and state; (4) To provide an educational opportunity for young men and women; (5) To improve the quality of the athletic program; (6) To gain a tax deduction; (7) To repay personal past benefits from sports in general or OSU athletic in particular; (8) To join my friends and colleagues in supporting OSU athletics; and (9) To continue a family tradition of supporting OSU athletics.

The respondents were asked to rank in order their four most preferred reasons for donating to the OSU Posse. Record was kept on how many respondents indicated that a reason for donating was a first, second, third, or fourth choice. Selections were summed, weighing a first choice as four points, a second choice as three points, a third choice as two points, and a fourth choice as one point. Because the categories, to continue a family tradition of supporting OSU athletics, and to repay personal past bene-

TABLE XXVIII
REASONS FOR DONATING BY AGE

Reason for Donating	Age					Total Sums of Rankings & Responses
	29 & under	30-39	40-49	50-59	60 & over	
To be a member of the OSU Athletic Club	10**(6)*	39 (17)	27 (13)	30 (13)	28 (14)	134 (63)
To obtain priority seating	11 (7)	61 (25)	71 (31)	63 (25)	53 (20)	259 (108)
To promote the image of the University and State	25 (11)	63 (30)	70 (29)	76 (32)	59 (26)	293 (128)
To provide educational opportunities for young men and women	32 (12)	76 (27)	96 (32)	64 (24)	59 (22)	327 (117)
To improve the quality of the athletic program	24 (9)	100 (40)	84 (36)	71 (30)	71 (30)	350 (145)

TABLE XXVIII (Continued)

To gain tax deductions	4 (2)	29 (18)	19 (11)	19 (7)	7 (5)	78 (43)
To repay personal past benefits from sports in general or OSU Athletics in particular	9 (5)	27 (11)	22 (7)	7 (2)	9 (5)	74 (30)
To join with my friends and colleagues in supporting OSU Athletics	14 (8)	66 (30)	41 (19)	46 (21)	47 (20)	214 (98)
To continue a family tradition of supporting OSU Athletics	10 (3)	13 (5)	21 (9)	20 (7)	7 (3)	71 (27)
Total Sum of Rankings & Responses	139 (63)	474(263)	451(187)	396(161)	340(145)	1800 (759)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

fits from sports had so few responses they were not added to the written analysis. For further details, see Tables XXVIII, XXIV, and XXV.

- o Total number of responses when considering age equaled 759.
- o Total number of responses when considering gender equaled 760.
- o Total number of responses when considering income equaled 691.

Reasons for Donating by Age. The age group 29 and under had 63 total responses and 139 summation points (see Table XXVIII). In this age group the response ranking paralleled the summation ranking. To provide an educational opportunity for young men and women was most preferred with 12 responses and 32 points. Second, to promote the image of the university and the state had 11 responses and 25 points. Improving the athletic program was third with nine responses and 24 points. Joining with family and colleagues was ranked fourth with eight responses and 14 points. Obtaining priority seating was fifth with seven responses and 11 points. Sixth was a desire for club membership with six responses and ten points, and gaining a tax deduction was seventh with two responses and four points.

The 30 - 39 age group reported 203 responses and 474 summation points. In this group the responses rankings and the summation rankings are slightly different so they were reported separately. The response rankings were as

follows: first, improve the quality of the athletic program received 40 responses; second, with 30 responses each, was promoting the image of the university and state along with joining with friends and colleagues in support of OSU athletics. Fourth, providing an educational opportunity with 27 responses; fifth, priority seating, 25 responses; sixth, gaining a tax deduction, 18 points; and seventh, being a club member recorded 17 responses. The summation points were slightly different from the response ranking. The summation rankings were as follows: first, improving the quality of the program, 100 points; second, providing an educational opportunity, 76 points; third, joining with friends and colleagues in support of OSU athletics, 66 points; fourth, to promote the image of the university and state, 63 points; fifth, obtaining priority seating, 61 points; sixth, club membership, 39 points; and seventh, gaining a tax deduction with 29 points.

The age group 40 - 49 reported 107 responses and 451 summation points. The response rankings and the summation ranking did not parallel each other so they were reported separately. The response rankings were: first, to improve the program received 36 responses; second, to provide an educational opportunity for young men and women received 32 responses; third, to obtain priority seating received 31 responses; fourth, to promote the university received 29 responses; fifth was joining with friends and colleagues which received 19 responses; sixth, being a club member

received 13 responses; and gaining a tax deduction was seventh with 11 responses. The summation rankings were: first, to provide an educational opportunity had 96 points; second, improving the program received 84 points; third, obtaining priority seating had 71 points; fourth, promoting the university had 70 points; fifth, joining with friends and colleagues had 41 points; and sixth, club membership had 27 points.

The age group 50 - 59 reported 161 responses and 396 points. The responses and summation did parallel each other in this category. The highest ranking reasons for donating was to promote the image of the university and the state with 32 responses and 76 points. Second with 30 responses and 71 points was to improve the quality of the program. Third, was to provide an educational opportunity which reported 24 responses and 64 points, and to obtain priority seating was nearly identical with 25 responses and 63 points. Fifth, was joining with friends and colleagues in support of OSU athletics with 21 responses and 46 points. Sixth, was membership in the Posse with 13 responses and 30 points.

The category 60 and over reported 145 responses and 340 points. Improving the quality of the program was ranked first with 30 responses and 71 points. Second was promoting the university with 26 responses and 59 points, and third was providing an educational opportunity with 22 responses and 59 points. Fourth was to obtain priority

seating with 20 responses and 53 points. Fifth was joining with colleagues and friends in support of OSU athletics which recorded 20 responses and 47 points, and sixth was club membership with 14 responses and 28 points.

In total across all age groups, improving the quality of the program was ranked first with 145 responses and 350 points. Providing an educational opportunity recorded 117 responses and 327 points while promoting the image of the university had 128 responses but only 293 points. Obtaining priority seating was fourth with 108 responses and 259 points.

Reasons for Donating by Gender. In this section categories that reported 40 or less responses were not included in the written analysis (see Table XXIX). Female respondents recorded 347 responses and 870 points. Improving the quality of the athletic program ranked first with 60 responses and 162 points. Second was providing an educational opportunity with 56 responses and 158 points. Third was to obtain priority seating with 54 responses and 154 points. Fourth was promoting the image of the university with 50 responses and 121 points. Fifth was to join with family and friends in support of OSU athletics which reported 43 responses and 98 points.

The male respondents reported 413 responses and 1012 points. First was improving the quality of the program which reported 87 responses and 239 points. Second was promoting the image of the university and the state with 78

TABLE XXIX
REASONS FOR DONATING BY GENDER

Reason for Donating	Gender		Total Sums of Rankings & Responses	
	Female	Male		
To be a member of the OSU Athletic Club	71** (34)*	71 (30)	142	(64)
To obtain priority seating	151 (54)	144 (54)	295	(108)
To promote the image of the University & State	121 (50)	198 (78)	319	(128)
To provide educational opportunities for young men and women	158 (56)	162 (60)	320	(116)
To improve the quality of the athletic program	162 (60)	239 (87)	401	(147)
To gain tax deductions	39 (23)	36 (19)	75	(42)
To repay personal past benefits from sports in general or OSU Athletics in particular	30 (12)	43 (16)	73	(28)
To join with my friends and colleagues in sup- porting OSU Athletics	98 (43)	97 (57)	195	(100)
To continue a family tradition of supporting OSU Athletics	40 (15)	22 (12)	62	(27)
Total Sum of Rank- ings & Responses	870 (347)	1012 (413)	1882	(760)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

responses and 198 points. Third among male respondents was providing an educational opportunity with 60 responses and 162 points. Fourth was obtaining priority seating with 54 respondents and 144 points. Fifth was joining with friends and colleagues in support of OSU athletics with 57 responses and 97 points.

In total, among female and male respondents, improving the quality of the program was indicated as the primary reason for making a donation with 147 responses and 401 points. Second was shared by promoting the image of the university and the state with 128 responses and 319 points along with providing an educational opportunity with 116 responses and 320 points. Fourth was obtaining priority seating with 108 responses and 295 points, and fifth was joining with friends and colleagues in support of OSU athletics with 100 responses and 195 points.

When comparing the average rank of all responses across the major subdivisions of age, gender, and income, the reason for donating that was most preferred was to improve the quality of the program with an average rank of 1.54. Second was to promote the image of the university and the state with an average rank of 2.15. Third was to provide an educational opportunity for young men and women with an average rank of 2.69. Fourth was to obtain priority seating, which had an average rank of 3.74. Fifth was to join with friends and colleagues in supporting OSU athletics.

Reasons for Donating by Income. Categories that received less than 20 responses were not included in the written analysis (see Table XXX). The income groups did not report parallel findings between the response rankings and the summation rankings so this information was reported separately.

In the income level \$19,999 and less there were 162 responses. First was improving the quality of the program with 80 responses; second, promoting the image of the university with 27 responses; and third, obtain priority seating 25 responses; fourth, providing an educational opportunity 23 responses. The summation ranking were slightly different. First was improving the quality of the program, 80 points. Second, providing an educational opportunity 78 points. Third, promoting the image of the university 70 points, and fourth, obtaining priority seating 66 points.

The income level \$20,000 - \$39,999 reported 191 responses. The ranking of these responses were as follows: first, improving the quality of the program, 35 responses; second, providing an educational opportunity, 31 responses; third, promoting the image of the university, 30 responses; fourth, joining with friends and colleagues in support of OSU athletics, 26 responses; and fifth, obtaining priority seating, 25 responses. The summation rankings were slightly different. They were reported as: first, providing an educational opportunity, 98 points; second, pro-

TABLE XXX
REASONS FOR DONATING BY INCOME

Reasons for Donating	Income						Total Sums of Rank- ings & & over Responses
	\$19,999 & under	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$79,999	\$80,000- \$99,999	\$100,000 & over	
To be a member of the OSU Athletic Club	35**(18)*	29 (13)	41 (16)	15 (6)	8 (3)	2 (2)	130 (58)
To obtain priority seating	66 (25)	72 (25)	66 (27)	16 (7)	18 (7)	36 (14)	274 (99)
To promote the image of the University and the State	70 (27)	82 (30)	70 (28)	24 (9)	14 (6)	38 (16)	298 (116)
To provide educa- tional opportuni- ties for young men and women	78 (23)	98 (31)	67 (21)	22 (9)	25 (9)	40 (14)	330 (107)
To improve the quality of the athletic program	80 (30)	72 (35)	112 (38)	26 (11)	21 (5)	34 (14)	345 (133)

TABLE XXX (Continued)

To gain tax deductions	24 (10)	24 (10)	22 (11)	11 (4)	6 (4)	4 (2)	91 (41)
To repay personal past benefits from sports in general or OSU Athletics in particular	16 (7)	24 (11)	11 (4)	8 (3)	1 (1)	4 (1)	64 (27)
To join with friends and colleagues	40 (19)	55 (26)	52 (24)	23 (9)	10 (4)	15 (7)	195 (89)
To continue a family tradition of supporting OSU athletics	9 (3)	32 (10)	13 (5)	1 (1)	5 (1)	1 (1)	61 (21)
Total Sums of Rankings & Responses	418(162)	488(191)	454(168)	146 (59)	108(40)	174 (71)	1788 (691)

*Numbers inside the parentheses indicate the number of responses reported.

**Numbers outside the parentheses indicate a summation of ranked scores. (Respondents were asked to rank in order their four most preferred choices. The choices were weighted differently. A first choice received four points, a second choice three points, a third choice two points, and a fourth choice one point.)

moting the image of the university, 82 points; third, obtaining priority seating, 72 points; fourth, improving the quality of the program, also 72 points; and fifth, joining with friends and colleagues in support of OSU athletics, 55 points.

The income level \$40,000 - \$59,999 reported 168 responses. The response leader in this group was improving the quality of the program, 38 responses; second, promoting the image of the university, 28 responses; third, joining with friends and colleagues in support of OSU athletics, 24 responses; fourth, obtaining priority seating and providing an educational opportunity, 21 responses each. The summation rankings were: first, improving the quality of the program, 112 points; second, promoting the image of the university, 70 points; third, providing an educational opportunity, 67 points; fourth, obtaining priority seating, 66 points; and fifth, joining with friends and colleagues in support of OSU athletics, 52 points.

The income level \$60,000 - \$79,999 reported only 59 responses. Since there were few respondents, the written analysis included categories with at least nine responses. The summation rankings and the response rankings paralleled each other in this group so they were reported together. The rankings were as follows: first, improving the quality of the program, 11 responses and 26 points; second, promoting the image of the University, nine responses and 24 points; third, joining with friends and colleagues, nine

responses and 23 points; fourth, providing an educational opportunity, nine responses and 22 points.

The income level \$80,000 - \$99,999 had only 40 total responses so categories that reported at least five responses were included in the written analysis. The responses rankings and the summation rankings were not parallel so they were reported separately. The response rankings were as follows: first, providing an educational opportunity, nine responses; second, obtaining priority seating, seven responses; third, promoting the image of the university, six responses; and fourth, improving the quality of the program, five responses. The summation rankings were: first, providing an educational opportunity, 25 points; second, improving the quality of the program, 21 points; third, obtaining priority seating, 18 points; and fourth, promoting the image of the university, 14 points.

The income level \$100,000 and more reported 71 responses. These categories with 14 or more responses were included in the written analysis. The response ranking and the summation rankings were reported separately. The response rankings were: first, to promote the image of the university, 16 responses; second, with 14 responses each, obtaining priority seating, providing an educational opportunity, and improving the quality of the program. The summation rankings were: first, providing an educational opportunity, 40 points; second, promoting the image of the university, 38 points; third, obtaining priority seating,

36 points; and fourth, to improve the quality of the program, 34 points.

In total across all income levels, there were 691 responses; improving the quality of the athletic program had the highest response rate with 133 responses. Second was promoting the image of the university, 116 responses. Third was providing an educational opportunity, 107 responses, and fourth, obtaining priority seating with 99 responses. The summation rankings were: first, improving the quality of the program, 345 points; second, providing an educational opportunity, 330 points; third, promoting the image of the university, 298 points; fourth, obtaining priority seating, 274 points; fifth, joining with friends and colleagues, 98 responses and 214 points; sixth was club membership recording 63 responses and 134 points,

General Area Allocation by
Age, Gender, and Income

6. Research Question: How do donors to the OSU Posse prefer their donation allocated when considering the categories of gender, age, and income?

This section provided information concerning how Posse members preferred his/her donation allocated. Major areas where provided: (1) Facility improvement; (2) Scholarships for student athletes; (3) To improve coaches' salaries; and (4) Providing funds for travel expenditures.

- o Total number of respondents when considering age equaled 193.
- o Total number of respondents when considering gender equaled 190.
- o Total number of respondents when considering income equaled 178.

General Area Allocation by Age. In the age group 29 and under there were sixteen responses (see Table XXXI). Eight of these respondents indicated that they wanted their donation spent on scholarships for student athletes, six for facility improvement, and two responses for travel expenditures.

In the age group 30 - 39 there were 50 responses. Thirty-one respondents indicated they wanted their donations to go for scholarships for student athletes, 15 for facility improvement, two for travel expenditures, one to improve coaches' salaries.

The 40 - 49 age group had 48 responses. Twenty-three

TABLE XXXI
GENERAL AREA ALLOCATION BY AGE

Allocation Preference	Age					Total Responses
	29 and under	30-39	40-49	50-59	60 and over	
Facility improvement	6*	15	19	6	8	54
Scholarship to student athletes	8	31	23	32	26	120
Improving coaches' salaries	0	1	2	1	1	5
Travel expenditures for athletic events	2	2	4	2	0	10
Other	0	1	0	1	2	4
Total Responses	16	50	48	42	37	193

*Indicates number of responses reported.

wanted their donation allocated for scholarships for student athletes, 19 for facility improvement, four for travel expenditures and two for improving coaches' salaries.

In the 50 - 59 age group, 42 responses were recorded. Thirty-two individuals indicated they wanted their donation used for scholarships for student athletes, eight for facility improvements, two for travel expenditures, and one for improving coaches' salaries.

For the 60 and over group, there were 37 responses. Of these, 26 indicated that they wanted their donation allocated for student athletic scholarships, eight for facility improvement, and one for improving coaches' salaries.

In the section of donation allocation by age, there were 62 percent of the respondents preferred their donation go for scholarships for student athletes. Twenty-eight percent wanted their donation allocated for facility improvement. Five percent indicated they wanted their donation to go for travel expenditures and two percent for improving coaches' salaries. Of interest in this section is that respondents 49 and under seem to indicate that allocating donations for facility improvements is nearly as preferred as for scholarships for student athletes. While the 50 and over groups prefer that their donation go for scholarships for student athletes by a large margin over the other four categories.

General Area Allocation by Gender. In this section there were 86 female respondents (see Table XXXII). Fifty-eight of them preferred that their donation go to scholarships for student athletes. Twenty female respondents indicated that they wanted their donation allocated for facility improvements, five for travel expenditures, and one for improving coaches' salaries.

In total, 67 percent of the respondents indicated they prefer their allocation go to scholarships for student athletes, 29 percent for facility improvement, four percent for travel expenditures, and three percent for improving salaries of coaches. There was little difference in the attitudes of males and females in this section.

General Area Allocation and Income. In the income group \$19,999 and less there were 41 responses (see Table XXXIII). Twenty-two respondents said that they wanted their donation allocated for scholarships for student athletes. Fourteen wanted their donation spent on facility improvement, three for travel expenditures, and one for improving coaches' salaries.

The income group \$20,000 - \$39,999 had 48 respondents. Thirty-three of these respondents indicated a preference for their donation being allocated to scholarships for student athletes. Eleven respondents selected the category of improving facilities, and three for travel expenditures.

The \$60,000 - \$79,999 group had 15 total respondents. Seven wanted donations allocated for student athlete

TABLE XXXII
GENERAL AREA ALLOCATION BY GENDER

Allocation Preference	Gender		Total Responses
	Female	Male	
Facility improvement	22*	30	55
Scholarship to student athletes	58	66	128
Improving coaches' salaries	1	4	5
Travel expenditures for athletic events	5	2	7
Other	0	2	2
Total Responses	86	104	190

*Indicates the number of responses reported.

TABLE XXXIII
GENERAL AREA ALLOCATION BY INCOME

Allocation Preference	Income						Total Re-sponses
	\$19,999 & under	\$20,000-\$39,999	\$40,000-\$59,999	\$60,000-\$79,999	\$80,000-\$99,999	\$100,000 & over	
Facility improvement	14*	11	9	6	4	6	50
Scholarships to student athletes	22	33	30	7	6	11	109
Improving coaches' salaries	1	0	1	0	1	1	4
Travel expenditures for athletic events	3	3	1	0	0	1	8
Other	1	1	3	2	0	0	7
Total Responses	41	48	44	15	11	19	178

*Indicates number of responses reported.

scholarships, and four for facility improvement.

The \$80,000 - \$99,999 group had 11 respondents. Six respondents wanted their donation allocated to scholarships for student athletes, four for facility improvement, and one for improving coaches' salaries.

In the \$100,000 and more group there were 19 respondents. Eleven of these indicated a preference for student athlete scholarships, six for facility improvement, one for improving coaches' salaries, and one for travel expenditures.

Sixty-one percent of the respondents among all income groups wanted their donation allocated for student athlete scholarships. Twenty-eight percent wanted their donation allocated for facility improvement. Four percent wanted their donation to go for travel expenditures, and two percent for improving coaches' salaries.

Scholarships for student athletes were preferred by all donors at all income levels. However, respondents indicated in the \$19,999 and less group, the \$60,000 - \$79,999, the \$80,000 - \$99,999 and the \$100,000 and more groups that there was a high percentage of respondents willing to have their donation go for facility improvement.

When allocating donations, respondents regardless of age, gender, or income, preferred their donation be allocated for scholarships for student athletes. Next was to improve facilities, and third was to use donations for travel expenditures.

When comparing the average rank of all responses across the major subdivisions of age, gender, and income, the category of scholarships for student athletes had the highest average rank at 1.00. Second was facility improvement with an average rank of 2.00. And third was travel expenditures for athletic events at 3.30.

General Sport Allocation
by Age, Gender, and Income

7. What specific OSU sport would donors to the OSU Posse prefer their donation support when considering the categories of age, gender, and income?

This section described how respondents preferred their donation be allocated as to general sport categories. The general categories were: (1) all sports; (2) major revenue sports (football, men's basketball, baseball, wrestling); (3) women's athletics; and (4) men's athletics. Because so few responses were recorded for men's athletics, it was eliminated from the written analysis. For further information see Tables XXXIV, XXXV, and XXXVI.

- o Total number of responses when considering age equaled 211.
- o Total number of responses when considering gender equaled 198.
- o Total number of responses when considering income equaled 178.

General Sport Allocation by Age. The age group 29 and under reported 16 total responses, nine for all sports, five for major revenue sports, and two for women's athletics (see Table XXXIV).

The age group 30 - 39 had 49 responses. First was major revenue sports with 26 responses, followed by all sports with 19 responses, and women's athletics with three responses.

The age group 40 - 49 reported 50 responses. Twenty-

TABLE XXXIV
GENERAL SPORT ALLOCATION BY AGE

General Areas	Age					Total Re- sponses
	29 and under	30- 39	40- 49	50- 59	60 and over	
All sports	5*	19	18	10	14	70
Major revenue sports (football, men's basket- ball, baseball, wrestling)	5	26	27	17	24	99
Women's athletics	2	3	3	26	0	34
Men's athletics	0	1	2	4	1	8
Total Responses	16	49	50	57	39	211

*Indicates number of responses reported.

seven for major revenue sports, 18 for all sports, and three for women's athletics.

The age group 50 - 59 had an interesting result, in that, of the 57 total responses, women's athletics was first with 26 responses followed by major revenue sports with 17 responses, and all sports with 10.

The age group 60 and over reported 39 responses. Twenty-four for major revenue sports and 14 for all sports.

Across all age groups major revenue sports were first with 47 percent of the responses, followed by all sports with 32 percent of the responses, and women's athletics with 16 percent of the responses.

General Sport Allocation by Gender. Female respondents reported 90 total responses of these major revenue sports was first with 38 responses, next all sports with 37 responses, and third was women's athletics with 11 responses (see Table XXXV).

Male respondents reported 108 total responses. Major revenue sports received 71 responses, 35 for all sports, and women's athletics received no responses from the male respondents.

When considering both male and female responses, major revenue sports received 55 percent of the responses, second was all sports with 36 percent of the responses, and third was women's athletics with six percent of the responses.

General Sport Allocation by Income. The \$19,999 and

TABLE XXXV
GENERAL SPORT ALLOCATION BY GENDER

General Areas	Gender		Total Responses
	Female	Male	
All sports	37*	35	72
Major revenue sports (football, men's basketball, baseball, wrestling)	38	71	109
Women's athletics	11	0	11
Men's athletics	4	2	6
Total Response	90	108	198

*Indicates the number of responses reported.

less income level reported 41 total responses (see Table XXXVI). Twenty-three for major revenue sports, 12 for all sports, and six for women's athletics.

The \$20,000 - \$39,999 income level reported 48 responses; 24 for all sports, 19 for major revenue sports, and three for women's athletics.

The \$40,000 - \$59,999 income level reported 44 responses; 24 for major revenue sports, 18 for all sports, and none for women's athletics.

The \$60,000 - \$79,999 income level reported 11 responses, five for all sports and major revenue sports, and none for women's athletics.

The \$80,000 - \$99,999 income level reported 11 responses, five for all sports and major revenue sports, and none for women's athletics.

The \$100,000 and more income level had 19 total responses, 16 for major revenue sports, two for all sports, and none for women's athletics.

Across all income levels, responses preferred their donation be allocated to major revenue sports with 54 percent of the responses, then to all sports with 38 percent of the responses, and third to women's athletics with five percent of the responses. It is interesting to note that no respondents in the top four income levels indicated support for women's athletics.

When comparing the average rank of all responses across the major subdivisions of age, gender, and income,

TABLE XXXVI

GENERAL SPORT ALLOCATION BY INCOME

General Areas	Income						Total Re- sponses
	\$19,999 & under	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$79,999	\$80,000- \$99,999	\$100,000 & over	
All sports	12*	24	18	6	5	2	67
Major revenue sports (football, men's basketball, baseball, wrestling)	23	19	24	9	5	16	96
Women's athletics	6	3	0	0	0	0	9
Men's athletics	0	2	2	0	1	1	6
Total Responses	41	48	44	15	11	19	178

*Indicates the number of responses reported.

the preferred areas to allocate money was for major revenue sports with an average rank of 1.00, second was all sports with an average rank of 2.00. Third was women's sports with 2.85.

Specific Sport Allocation
by Age, Gender, and Income

This section provided information about specific sports OSU Posse members desired their donation be allocated to.

- o Total number of responses when considering age equaled 970.
- o Total number of responses when considering gender equaled 1047.
- o Total number of responses when considering income equaled 910.

The specific OSU sports were: (1) baseball; (2) men's basketball; (3) women's basketball; (4) men's cross country; (5) women's cross country; (6) football; (7) men's golf; (8) women's golf; (9) softball; (10) men's tennis; (11) women's tennis; (12) men's track; (13) women's track; and (14) wrestling.

Specific Sport Allocation by Age. Only those sports that received eight or more responses were reported in this section. For a more detailed analysis, see Table XXXVII.

In the age group 29 and under there were 105 responses. Football received the highest number of responses in this category with 13. Football was followed in order by men's basketball with 11, wrestling ten, men's golf 8, and women's basketball 8.

For the age group 30 - 39, there were 281 responses. Baseball received the highest number of responses with 40, followed by football with 35, men's basketball and

TABLE XXXVII
SPECIFIC SPORT ALLOCATION BY AGE

Specific Sports	Age					Total Re-sponses
	29 and under	30-39	40-49	50-59	60 and over	
Baseball	7*	40	36	25	28	136
Basketball (men's)	11	33	37	26	24	131
Basketball (women's)	8	17	14	8	8	55
Cross country (men's)	5	9	8	1	4	27
Cross country (women's)	7	9	8	2	4	30
Football	13	35	39	38	29	154
Golf (men's)	8	29	22	13	14	86
Golf (women's)	5	20	9	15	15	64
Softball	6	11	9	1	5	32
Tennis (men's)	6	12	12	3	4	37
Tennis (women's)	7	13	12	3	4	39
Track (men's)	6	10	9	4	6	35
Track (women's)	6	10	11	4	4	35
Wrestling	10	33	27	21	18	109
Total Responses	105	281	253	164	167	970

*Indicates number of responses reported.

wrestling with 33, men's golf with 29, women's golf with 20, women's basketball with 17, women's tennis with 13, men's tennis with 12, men's and women's track with ten each, and men's and women's cross country with 9 each.

In the age group 40 - 49 there were 253 responses. Football had the highest number of responses with 39, followed by men's basketball with 37, baseball with 36, wrestling with 27, men's golf with 22, women's basketball with 14, men's and women's tennis with 12 each, women's track with 11, men's track and softball with nine, and men's and women's cross country with eight each.

The age group 50 - 59 had 164 responses. Football led with 38 responses, next was men's basketball with 26, baseball with 25, wrestling with 21, women's golf with 15, men's golf with 13, and women's basketball with eight responses.

The 60 and over age group had 167 responses. Football was first with 29 responses, next, baseball with 28, men's basketball with 24, wrestling with 18, women's golf with 15, men's golf with 14, and women's basketball with eight.

In total, there were 970 responses. Sixteen percent of the respondents preferred their donation be allocated for football, baseball received fourteen percent of the responses, men's basketball received thirteen percent, and wrestling received eleven percent of the responses. Men's and women's golf along with women's basketball showed a modest level of preference by the respondent.

TABLE XXXVIII
 SPECIFIC SPORT ALLOCATION BY GENDER

Specific Sports	Gender		Total Responses
	Female	Male	
Baseball	63*	76	139
Basketball (men's)	61	74	135
Basketball (women's)	36	22	58
Cross country (men's)	19	13	32
Cross country (women's)	21	13	34
Football	73	91	164
Golf (men's)	48	44	92
Golf (women's)	50	26	76
Softball	23	15	38
Tennis (men's)	24	20	44
Tennis (women's)	26	14	40
Track (men's)	25	17	42
Track (women's)	24	16	40
Wrestling	43	70	113
Total Responses	536	511	1047

*Indicates the number of responses reported.

Specific Sport Allocation by Gender. Only those sports that received 30 or more responses were included in the written summary analysis. For further details, see Table XXXVIII.

Female respondents reported 536 responses. Football received 73 responses, baseball 63, men's basketball 61, women's golf 50, men's golf 48, wrestling received 43 responses, and women's basketball 36.

The male respondents reported 511 responses. Football led with 91 responses, followed by baseball 76, men's basketball 74, wrestling 70, and men's golf 44.

Among both male and female respondents they preferred their donations be allocated first to football with 16 percent of the responses, second, baseball with 13 percent of the responses, third, men's basketball with 13 percent of the responses, fourth, wrestling with 11 percent of the responses, fifth, men's golf with nine percent of the responses, sixth, women's golf with seven percent of the responses, and seventh, women's basketball with six percent of the responses.

Specific Sport Allocation by Income. Income level \$19,999 and less received 208 responses. Those sports that received 12 or more responses were included in the written analysis. For further details, see Table XXXIV. Football received the highest number of responses with 33, second was men's basketball 27, third, baseball 26, fourth, wrestling 19, fifth, men's golf 17, sixth, women's basket-

TABLE XXXIV
SPECIFIC SPORT ALLOCATION BY INCOME

Specific Sport	Income						Total Re- sponses
	\$19,999 & under	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$79,999	\$80,000- \$99,999	\$100,000 & over	
Baseball	26*	31	36	10	6	10	119
Basketball (men's)	27	26	29	12	6	14	114
Basketball (women's)	12	18	14	6	2	1	53
Cross country (men's)	7	6	9	4	1	0	27
Cross country (women's)	9	7	9	4	1	0	30
Football	33	40	32	14	9	16	144
Golf (men's)	17	25	20	8	5	7	82
Golf (women's)	12	16	17	6	5	3	59

TABLE XXXIV (Continued)

Softball	9	8	11	4	1	0	33
Tennis (men's)	8	6	14	5	3	0	36
Tennis (women's)	12	8	11	5	3	0	39
Track (men's)	8	10	10	5	2	2	37
Track (women's)	9	8	11	4	2	2	36
Wrestling	19	25	28	11	8	10	101
Total Responses	208	234	251	98	54	65	910

*Indicates number of responses reported.

ball, women's golf, and women's track with 12 each.

The income levels \$20,000 - \$39,999 reported 234 responses. Football again led all responses with 40, followed by baseball 31, third men's basketball 26, fourth wrestling and men's golf 25 each, sixth, women's basketball 18, and seventh, women's golf 16.

The income level \$40,000 - \$59,999 recorded 251 responses. A most interesting piece of data in this category, baseball was first with 36 responses, football, second 32 responses, third, men's basketball 29, fourth, wrestling 28, and fifth, men's golf 20.

The income level \$60,000 - \$79,999 reported 98 responses. Those sports that received at least eight responses were included in the written analysis. For further details see Table XXXIV. Football received the highest response rate with 14 responses, second was men's basketball 12, wrestling third with 11, fourth, baseball 10, and men's golf with eight.

The income level \$80,000 - \$99,999 had 54 responses. Categories with at least five responses were reported in the written analysis, see Table XXXIV for further details. Football was ranked first with nine responses, wrestling second with eight, baseball and men's basketball, third with six each, and men's and women's golf, fifth with five responses each.

The income level \$100,000 and more reported 65 responses. Football had the most with 16, then men's

basketball 14, followed by wrestling and baseball 10 each, and men's golf with seven responses.

In total across all income levels, donors preferred their donations allocated to first, football 144 responses, second, baseball 117, third, men's basketball 114, fourth wrestling 101, fifth, men's golf 82, sixth, women's golf 59, and seventh, women's basketball 53 responses.

When comparing the average rank of all responses across the major subdivisions of age, gender, and income, the sport of football was indicated as the preferred sport where donations should be allocated. It had an average rank of 1.00. Second was men's basketball with an average rank of 2.46. Third was baseball, its average rank was 2.67. Fourth was wrestling at 3.92. Fifth was men's golf with an average rank of 4.85. Women's golf was sixth at 5.69 and seventh was women's basketball at 6.46.

CHAPTER V
FINDINGS, CONCLUSIONS, AND
RECOMMENDATIONS

Introduction

The study was designed to describe and to analyze the attitudes and characteristics of individuals who donate to an intercollegiate athletic program. Four hundred respondents were selected randomly from a major university athletic booster club. The selections were evenly distributed between female and male donors.

The purpose of the study was to describe and to compare demographic characteristics and attitudes of donors to an intercollegiate athletic department. The descriptions were made by listing the characteristics and attitudes in regard of age, gender, and income. The comparisons were made between the results of this study and other similar studies.

Areas of concern included demographic characteristics of age, gender, income, occupation, distance residence was from campus, reason for visiting the campus, alumni status, and highest post-high school degree earned. Attitudes held by respondents were also examined, they included: most

preferred athletic events attended, most preferred methods of solicitation, most preferred individual to make a personal contact, reasons for making a contribution, preference of how donations are allocated, general sport areas to be supported by donations, and specific sports that respondents preferred to receive their donations.

The sample was drawn from Posse members of Oklahoma State University. The Posse is the official name of the OSU athletic booster club. A response rate of 57 percent was received. Considering the personal nature of some of the questions and the high number of questionnaires sent out, and that an equal number of responses were received from male and female respondents, the sample was considered representative of the population.

Findings

Findings follow each respective research question:

1. Research Question: What are the demographic characteristics of donors to the OSU Posse when considering the categories of age, gender, and income?

Female respondents tended to be slightly younger than the male respondents. A majority of the female respondents indicated that their personal income fell in the lowest two categories while the male respondents indicated that their personal income was more evenly distributed in the upper income levels (see Table VI). Similar information was reported by Bender and Edwards (1983) when they found that women's income was approximately 65 percent that of men's.

Fifty-three percent of the respondents reported their income to be over \$40,000. This corresponds with Lindermann's report (1983) which showed that 51 percent of the donors to higher education reported income in excess of \$40,000. The Hammersmith study (1983) also reported that a majority of the athletic supporters to the University of West Virginia had income in excess of \$40,000. The highest income levels were reported among the age group 40 - 49. The Hammersmith study (1983) and the Lindermann study (1983) stated that the optimum age for an individual to make a donation to higher education or to intercollegiate athletics is 40 to 60 years of age.

The average age of the OSU Posse respondents was 47. Hammersmith's study (1983) reported similar findings indicating that the West Virginia athletic donors averaged 49 years of age and most donors commenced contributing at age 39. It is important to note that in this study and in the Hammersmith study (1983), individuals tended to become donors about fifteen years after graduation from college.

Most respondents listed their job classification as professional, administrative, or managerial. Hammersmith's study (1983) reported that the majority of her respondents were professionals or business people. Only 18 percent of the female respondents indicated that they were housewives. It was also interesting to note that female donors to the OSU Posse were just as likely to be employed as professionals, administrators, or managers as their male coun-

terparts. Athletic fund raisers should keep in mind that females are important individuals to include in a fund-raising campaign.

The results of this study, as well as others, indicated that donors to intercollegiate athletics and to higher education tend to be college-educated professionals or business people (Lindermann, 1983; Hammersmith, 1983).

Sixty-eight percent of the respondents reported that they lived within 100 miles of the OSU campus. The Hammersmith study (1983) reported a similar result. When these findings are combined with the data which indicated that overwhelmingly Posse donors were motivated to visit the campus to attend athletics events, fund raisers should develop fund-raising activities around athletic events. Eilefson (1977) suggested that fund-raising activities should be developed around themes that recall "pleasant thoughts" such as tail-gate parties at football games.

Eighty-four percent of the OSU respondents were OSU alumni. Other studies indicated that most university athletic boosters were alumni from the institution they were supporting. Leslie and Ramsey (1985) reported that 75 percent of all donations to higher education come from non-alumni sources. It may be important for athletic fund raisers to develop a broad-based marketing strategy which includes both alumni and non-alumni supporters.

The highest degree earned by a majority of the respondents was the bachelor of science degree. Females were as

likely as males to hold the bachelor's degree. This finding supported a report by Daniel (1987) indicating that by 1980 nearly 300 females in 1000 had earned a bachelor's degree.

Overall, the study indicated that the typical demographic characteristics of an OSU Posse member included: an average age of 47; living within 100 miles of campus; working as a professional, an administrator, or a manager; holding a bachelor of science degree, earned at Oklahoma State University; if the donor were male his income was probably greater than \$40,000 per year, and if the donor were female her income was probably less than \$39,999; and their major reason for visiting campus is to attend athletic events.

2. Research Question: What are the preferences of attending OSU athletic events of donors to the OSU Posse when considering categories of age, gender, and income?

The OSU Posse respondents listed football as their most preferred spectator sport. Hammersmith (1983), Conlin (1987), and Barnes (1981) all indicated that football was the number one athletic event that their donors preferred. However, Smith (1985) warned against fund raisers and athletic administrators placing an over emphasis on football; he suggested that a long-range marketing plan be developed to insure financial stability rather than depending on a winning football team.

3. Research Question: What are the preferred methods of being solicited among donors to the OSU Posse when considering the categories of age, gender, and income?

Among all respondents, a letter from the department was the most preferred method of solicitation. A study by Isherwood (1986) ranked direct mail, personalized mail and face to face solicitation as the best methods for raising money. Male and female respondents had nearly identical responses in this section. An interesting fact is that across all income levels, person to person solicitation was ranked third or fourth by respondents with the exception of those in the income level \$100,000 and more, which ranked it first. Barnes (1981) and Isherwood (1986) concurred that face to face solicitation was an effective method to use when contacting high-income donors.

Phone solicitation was ranked as the third most preferred method when compared with all categories and all sub-divisions. However, Barnes (1981), Payne (1985), and Lemish (1981) indicated that phone solicitation can be an effective method of solicitation in higher education and intercollegiate athletics.

4. Research Question: Who do donors to the OSU Posse prefer being contacted by in making their donation when considering the categories of age, gender, and income?

The most preferred contacting person by OSU Posse respondents was a Posse volunteer. This was a little surprising in light of the fact that most people involved with intercollegiate athletics typically felt that most donors

would prefer being contacted by a head coach. Hammersmith (1983) noted that West Virginia boosters preferred being contacted by a personal friend. Cialdine (1987) made the same point when he indicated that friendship is the most powerful influence on whether an individual will say yes to a request that is made. Perhaps the respondents saw the Posse volunteer as a friend.

Athletic gift staff members and athletic department staff members were rated second and third as far as total numbers of responses were concerned. Tied for third and fourth were head coaches and the athletic director. Why these high profile individuals did not rate higher is unknown. Other studies (Barnes, 1981; Hammersmith, 1983; Cialdine, 1987) supported individuals as very important in fund-raising efforts.

5. Research Question: What are the primary reasons for making a contribution by donors to the OSU Posse when considering categories of age, gender, and income?

The most preferred reason for donating was to improve the quality of the program, second was to promote the image of the university and the state, and third was to provide an educational opportunity for young men and women. The Lindermann report stated that 62.3 percent of the donors to higher education gave out of loyalty to their alma mater. Nelsen (1987), Isherwood (1986), Barnes (1981), and Hammersmith (1983) indicated that priority seating was an important motivator for donating to intercollegiate athletics. This study found priority seating to be the fourth most

preferred reason. Fifth most preferred on this study and the Hammersmith study (1983) were to join with friends and colleagues in support of the university's athletics.

Most people involved in athletic fund raising believed that priority seating is the number one reason why individuals donate (Nelsen, 1987). Hammersmith (1983) helped to clarify this point when she divided the reason for donating into separate categories or classes. The first class is altruistic reasons for giving, and the other is self-interest reasons. Improving the quality of the program, promoting the image of the university and the state, and providing an educational opportunity for young men and women are reasons for giving that can be classified as altruistic. Obtaining priority seating was a self-interest reason. It might be more appropriate to indicate that the number one altruistic reason for donating was to help improve the athletic program and the number one self-interest reason was to obtain priority seating.

6. Research Question: How do donors to the OSU Posse prefer their donation be allocated when considering categories of age, gender, and income?

Overwhelmingly, respondents preferred to have their donations allocated for scholarships for student athletes. No study was found that addressed this particular question. All subdivisions of age, gender, and income levels reported very similar responses to this question.

7. Research Question: What OSU sports do donors to the OSU Posse prefer their donation support when considering the categories age, gender, and income?

From a general perspective, Posse respondents preferred that their donations go to the major revenue producing sports (football, men's basketball, baseball, wrestling). No other studies were found that addressed this question directly. However, Hammersmith (1983), Barnes (1981), and Eilefson (1977) indicated that football was a primary event around which most athletic fund-raising activities should revolve. The female respondents tended to want all sports supported more than just revenue sports. The female respondents also felt strongly that their donation should be allocated to support women's sports.

When observing which specific sports OSU Posse respondents wanted supported, football was the leader, followed by men's basketball, baseball, and wrestling. Men's golf showed strength in the \$100,000 and more category. Women's basketball showed a fair level of support in the income levels \$19,999 and less, \$20,000 - \$39,999, and the income level \$40,000 - \$59,999. Women's golf also showed fair strength in these same income groups. Females showed strong support for allocating funds to women's golf. Male respondents indicated their support primarily for the major revenue sports.

Conclusions

The following conclusions were drawn from the syntheses of data and information gathered from this study, which identified characteristics and attitudes of financial donors to a NCAA Division 1 institution and a review of the related literature.

1. Female alumnae of Oklahoma State University should be considered as an important pool of potential financial donors to the athletic department. These female donors were identified as well-educated, working primarily as professionals, administrators, or managers, and they were developing the characteristics and attitudes that make them viable as prospective donors.

2. Generally, financial donors to OSU athletics prefer less intimidating methods of solicitation. Some literature indicated that face to face solicitation and phone solicitation were the preferred methods of soliciting potential athletic donors. However, this study indicated that OSU donors prefer being solicited by a letter sent from the athletic department.

3. Financial donors to the OSU athletic programs represent a narrow cross-section of the population of the State of Oklahoma. The donors appear to be heavily biased toward OSU alumni status, holding a college degree from OSU, and holding down a job in one major category.

4. The athletic boosters of OSU prefer to attend football games. They, likewise, prefer that their donation

go to support football. However, there was a general attitude among donors that other OSU sports were popular spectator sports and that they wanted part or all of their donation allocated to these sports.

5. Reasons for donating to intercollegiate athletics can be classified or grouped into two main areas: one classification was altruistic reasons, the other was self-interest reasons.

6. Cialdine's compliance principles of reciprocity, authority, commitment, consensus, scarcity, and friendship/liking are interwoven within the attitudes of OSU athletic donors.

Recommendations for Policy Change

1. A complete intercollegiate fund-raising campaign should be organized and carried out using the information and the results of this study as a guide.

2. Athletic fund raisers should target young alumni, especially those that live close to the campus, as financial donors to the athletic department. These individuals could make small donations at first which later could be cultivated into larger contributions.

3. OSU athletic fund raisers should examine new strategies to broaden their base of support. At the present time, it appears that OSU athletic boosters represent a narrow cross-section of the total Oklahoma population.

Recommendations for Future Research

1. Using the same testing instrument, do a comparative study of NCAA Division 1, Division 2, and Division 3 institutions.

2. Further investigation should be done in the area of methods of solicitation. It appears that some confusion still exists between which methods are most preferred by donors and which methods are most effectively used by athletic fund raisers.

3. Develop a detailed study which focuses primarily on female donors. Areas of specialization could include: the effects of: increased education, improved employment opportunities, and increased personal income on attitudes of female donors to intercollegiate athletics.

4. A study should be developed to better understand the interaction of variables in the area of most preferred contacting person. The review of literature and the results of this study seem to indicate a conflict in the perceptions of athletic donors and the perceptions of athletic fund raisers as to which methods are most preferred.

Recommendations for Fund-Raising Strategies

1. Phone solicitations are the least preferred method of contacting a donor. However, the phone call can be an effective method if used by the right person and with a

correct approach. Friends enjoy speaking with friends on the phone. When using the phone in a fund-raising campaign, attempt to have volunteers call individuals they know. A phonathon can be more effective when it is combined with a direct mail or personal mail effort. Write to the prospective donor, describe your needs, explain your motives, and tell them when to expect the call. Call the prospects during the indicated time frame.

2. Head coaches are effective fund raisers. They should be involved in most fund-raising activities. However, their greatest asset may be as a "head-liner" to get individuals to attend a fund-raising event. Some individuals want the head coach to ask them for the contribution while others would prefer someone else to ask them for their donation.

3. In the past, athletic fund raising has primarily been an area dominated by men. However, because of the increased independence of women, their changing attitudes, their increased educational levels, and their movement into higher-level employment areas, they are now becoming a primary market for athletic fund raisers. Women are not only a fine source as prospective donors, but they are excellent fund raisers, also. Many women possess the skills necessary to plan, to organize, and to execute outstanding fund-raising campaigns.

4. The study identified primary reasons why donors make their contribution. These reasons include: to

improve the quality of the athletic program, to promote the image of the state and university, to provide an educational opportunity for young men and women, to obtain priority seating, and to join with colleagues and friends in support of OSU athletics. An over-emphasis of one of these reasons over another could lead to a less-effective fund-raising campaign. An equal emphasis of these five primary reasons will leave the donor with a feeling that they are helping the athletic program, the institution, the state, and themselves. This is a win-win situation for everyone. These five primary reasons for giving should be interwoven into all fund-raising events, written materials, and the presentations used by the Posse Club personnel.

5. The primary reason for visiting the campus for an athletic donor is to attend an athletic event. However, there are a number of interesting strategies that can be developed to encourage athletic donations from specific groups when they come on campus. An effective strategy for young prospective donors would be to include in their visit a chance to not only attend an athletic event but to meet with former friends and teachers. For the age group 40 - 55, it would be appropriate to develop a strategy when parents come to campus to visit their son/daughter that they could also attend an athletic event.

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APPENDIX A

RESEARCH INSTRUMENT

10) Degree(s) earned: (circle the appropriate degrees)

Attended but did not graduate				BS	BA
MS	MA	EdS	EdD	DVM	PhD

YOU, OSU, AND YOUR DONATION

11) The following are sports sponsored by Oklahoma State University. Please indicate 4 of the sporting events you most enjoy attending. Number them 1, 2, 3 and 4, giving the most preferred a #1 value.

<input type="checkbox"/> baseball	<input type="checkbox"/> golf (women's)
<input type="checkbox"/> basketball (men's)	<input type="checkbox"/> softball
<input type="checkbox"/> basketball (women's)	<input type="checkbox"/> tennis (men's)
<input type="checkbox"/> cross country (men's)	<input type="checkbox"/> tennis (women's)
<input type="checkbox"/> cross country (women's)	<input type="checkbox"/> track (men's)
<input type="checkbox"/> football	<input type="checkbox"/> track (women's)
<input type="checkbox"/> golf (men's)	<input type="checkbox"/> wrestling

12) The following are four typical methods of contacting potential athletic donors. Please rank them in order of your preference. Number them 1, 2, 3 and 4; giving the most preferred a #1 value.

Donor makes the initial contact

Letter from

Phone call from

Person to Person contact

Other (specify) _____

13) The following are individuals who typically contact donors to the OSU Posse. Please rank in order of preference who you would prefer being contacted by to make your donation. Rank your top 4 choices, number them 1, 2, 3 and 4; giving the most preferred a #1 value.

An athletic gift staff member

The athletic director

A head coach

An assistant coach

A Posse volunteer

An athletic department staff member

A student/athlete

Other (specify) _____

- 14) The following is a list of reasons for donating to OSU Athletics. Please rank in order your 4 most motivating reasons for giving. Number them 1, 2, 3 and 4; giving the most important a #1 value.

To be a member of the OSU Posse Club
 To obtain priority seating
 To promote the image of the university and state
 To provide educational opportunities for young men and women
 To improve the quality of the athletic program
 To gain tax deductions
 To repay personal past benefits from sports in general or OSU athletics in particular
 To join with my friends and colleagues in supporting OSU athletics
 To continue a family tradition of supporting OSU athletics

- 15) The following are possible ways of allocating moneys raised through donations. Please indicate the one way you would most prefer your donation allocated. (one choice)

Facility improvement
 Scholarship to student athletes
 Improve coaches salaries
 Travel expenditures for athletic events
 Other (specify)

- 16) The following are four general categories used to identify groups of sports at OSU. Please mark the one category that best identifies the group you prefer to support financially.

all sports
 major revenue sports (football, men's basketball, baseball, wrestling)
 women's athletics
 men's athletics

- 17) The following are specific sports sponsored by the OSU Athletic Department. Indicate which sport or sports you would like to see your donation support. (one or more choices)

<input type="checkbox"/> baseball	<input type="checkbox"/> golf (women's)
<input type="checkbox"/> basketball (men's)	<input type="checkbox"/> softball
<input type="checkbox"/> basketball (women's)	<input type="checkbox"/> tennis (men's)
<input type="checkbox"/> cross country (men's)	<input type="checkbox"/> tennis (women's)
<input type="checkbox"/> cross country (women's)	<input type="checkbox"/> track (men's)
<input type="checkbox"/> football	<input type="checkbox"/> track (women's)
<input type="checkbox"/> golf (men's)	<input type="checkbox"/> wrestling

APPENDIX B

COVER LETTERS AND FOLLOW-UP

LETTER TO RESPONDENTS

Please rate the 16 questions on the pages attached. They are possible questions that could be asked of donors to an intercollegiate athletic department.

Use the five point rating system.

- 5 - excellent question (should be retained on the survey)
- 4 - good question (could be retained on the survey)
- 3 - average question (possibly retained on the survey)
- 2 - needs revision (do not put on the survey)
- 1 - very poor question (definitely should be removed from the survey)

A SURVEY OF OKLAHOMA STATE UNIVERSITY

POSSE MEMBERS

Please complete and return this questionnaire. The questionnaire should only take about 10 - 15 minutes of your time. By completing it you will help the OSU Athletic Department improve their fund-raising capabilities. The survey is being conducted by John Webb, an OSU doctoral candidate, in cooperation with the OSU Athletic Department.

Please complete and return the questionnaire as soon as possible. You are assured of complete confidentiality. Each questionnaire has a number which will be used only for purposes of a follow-up mailing (if needed).

Your cooperation is appreciated. The postage for the return of this questionnaire has been prepaid. See the back page for information concerning the return of the questionnaire.

February 5, 1989

Dear Respondent:

Three weeks ago, I sent you a letter and questionnaire asking for your assistance in identifying attitudes and characteristics of individuals that make contributions to the OSU Athletic Department. Your busy schedule may not have allowed you to respond to and return the questionnaire.

Therefore, I am enclosing another copy of the questionnaire and ask for your assistance in making this study as reliable and valid as possible. As a doctoral candidate at Oklahoma State University, I am working in conjunction with the Department of Athletic Gifts. The information gathered will help OSU Athletics serve their donors better. Your individual responses will be treated with the utmost confidentiality.

To return the questionnaire, simply fold it in half, secure the open edge with the press-apply tabs or staple it. The questionnaire is self-addressed and the postage is prepaid. Please return the questionnaire by February 16, 1989.

Sincerely,

John Webb

March 3, 1989

Dear Respondent:

On February 5th, I sent you a follow-up letter and questionnaire regarding the attitudes and characteristics of individuals that donate to the OSU Athletic Program. The response rate has been good and I am very appreciative of the efforts made by all participants in the study. However, at this time I have not yet received your questionnaire. The higher the response rate, the more reliable will be this study. Please take 5 - 10 minutes and complete the form. If there are questions that you feel are too personal leave those questions blank. Any information that you can provide will improve the quality of the study. All returns will be kept in complete confidence.

Thank you for your support. Please return the questionnaire by March 10th.

Sincerely,

John Webb

APPENDIX C

RELIABILITY TEST RESULTS

TEST-RETEST RELIABILITY PILOT STUDY

JANUARY 1989

8 RESPONDENTS

Question-naire #	Resp. 1	Resp. 2	Resp. 3	Resp. 4	Resp. 5	Resp. 6	Resp. 7	Resp. 8	Percent of Agreement
1	yes	yes	yes	yes	yes	no	yes	yes	88
2	yes	yes	yes	yes	yes	yes	yes	yes	100
3	yes	yes	yes	yes	yes	yes	yes	yes	100
4	yes	yes	yes	yes	yes	yes	yes	yes	100
5	yes	yes	yes	yes	yes	yes	yes	yes	100
6	no	no	yes	no	yes	yes	yes	yes	63
7	yes	yes	yes	no	no	yes	yes	no	63
8	yes	no	yes	no	yes	no	no	yes	50
9	yes	yes	yes	yes	yes	yes	yes	yes	100
10	yes	yes	yes	yes	yes	yes	yes	yes	100
11	no	yes	yes	yes	yes	yes	yes	no	75
12	yes	no	no	no	yes	yes	yes	no	38
13	yes	no	yes	no	no	no	yes	no	38
14	no	no	no	yes	no	no	no	no	13
15	yes	no	yes	yes	yes	yes	yes	yes	88
16	no	yes	yes	yes	yes	no	no	no	63
17	no	no	no	no	no	no	yes	yes	25
Total	y12n5	y10n7	y14n3	y11n6	y13n4	y11n6	y14n3	y12n5	71

NUMBER ONE PREFERENCES COMPARED

QUESTIONS 12, 13, AND 14

Question-naire #	Resp. 1	Resp. 2	Resp. 3	Resp. 4	Resp. 5	Resp. 6	Resp. 7	Resp. 8	Percent of Agreement
12	yes	no	yes	yes	yes	yes	yes	no	75
13	yes	yes	yes	yes	yes	yes	yes	yes	100
14	no	no	no	yes	yes	yes	yes	yes	63
Total	2yn1	1yn2	2yn1	3yn0	3yn0	3yn0	3yn0	2yn1	79

AT LEAST ONE RESPONSE THE SAME

Question-naire #	Resp. 1	Resp. 2	Resp. 3	Resp. 4	Resp. 5	Resp. 6	Resp. 7	Resp. 8	Percent of Agreement
8	yes	yes	yes	yes	yes	yes	yes	yes	100
17	yes	yes	yes	yes	yes	yes	yes	yes	100
Total	2yn0	2yn0	2yn0	2yn0	2yn0	2yn0	2yn0	2yn0	100

APPENDIX D

VALIDITY TEST RESULTS AND
QUESTIONNAIRE RATING SYSTEM

PANEL OF EXPERTS VALIDATION OF THE
 TESTING INSTRUMENT - FOUR MEMBER PANEL
 NOVEMBER 1988

Question- naire #	Member 1	Member 2	Member 3	Member 4	Total
1	5	5	5	5	5
2	5	5	5	5	5
3	5	5	3	5	4.50
4	5	5	3	5	4.50
5	5	5	3	5	4.50
6	5	2	5	5	4.25
7	4	5	5	5	4.75
8	4	4	4	5	4.25
9	4	5	4	5	4.50
10	4	5	4	4	4.25
11	3	4	5	4	4.00
12	4	5	3	5	4.25
13	4	5	4	4	4.25
14	4	5	5	5	4.75
15	3	5	4	4	4.00
16	4	4	3	3	3.50
Total	64 (4.00)*	74 (4.63)	64 (4.06)	74 (4.63)	4.31

*A bracketed number indicated the average rating.

VITA

John T. Webb

Candidate for the Degree of
Doctor of Education

Thesis: ANALYSIS OF FINANCIAL DONORS TO OKLAHOMA
STATE UNIVERSITY'S ATHLETIC DEPARTMENT

Major Field: Higher Education

Biographical:

Personal Data: Born in Green River, Wyoming, July 5,
1951, the son of Paxton and Thelma Webb.

Education: Graduated from Green River High School,
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Ogden, Utah in July, 1976; earned a Master of
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Weber State College in July, 1985; completed
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Professional Experience: Head Wrestling Coach at
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Faculty member in the Department of Health,
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State College in Ogden, Utah, 1978-1987.
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