

# TED A. LEDBETTER

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## PROFILE:

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*Accomplished fundraiser, skilled communicator, and trusted collaborator with desire to leverage significant Division I external revenue generation and administrative experience in leadership of Northeastern State University Athletics.*

*Former small-college and professional athlete driven by personal mission statement to now and always pay it forward for the opportunities made possible in my life through participation in intercollegiate athletics.*

## PROFESSIONAL EXPERIENCE:

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### UNIVERSITY OF COLORADO BOULDER

Mar 2012 – present

#### SENIOR DIRECTOR OF DEVELOPMENT & ASSISTANT ATHLETIC DIRECTOR

*Senior-level advancement officer responsible for major gift fundraising, capital campaign development, strategic initiatives/events, and annual giving (Buff Club) programs supporting University of Colorado Athletics.*

#### **Team Success & Record-Breaking Achievement:**

Colorado Athletics and the Buff Club achieved record-breaking fundraising success for fiscal years 2014, 2015, 2016, and 2019 with over \$18M, \$20M, \$26M, and \$26M in cash, pledges, and estate gift commitments raised respectively from *approximately 10,000 unique donors*.

- **Major Gift Focus:** Strategically solicit and secure major gift (\$50K+) and planned gift commitments from individuals and corporations. Highlights include: **\$500K capital gift** from private family foundation to name new Indoor Track and **\$4M estate gift** to support football scholarship endowment.
  - Current FYTD (ending 6/30/20): **On target to secure \$3.5M - 4M in total philanthropic commitments.**
    - FY ending 6/30/19: **Secured \$2.3M in total philanthropic commitments.**
  - Actively manage **portfolio of 100-125 donors/prospects**; responsible for **200+ personal visits, 20 major gift proposals**, and **4 collaborative/multi-unit proposals** annually.
  - March 2012 – March 2020: **Approximately 80 major gift proposals granted.**
  - Out-of-state travel: 10-12 trips annually with current responsibilities including Pacific NW, Northeast US, and D.C.

**Effectively collaborate and strategize with internal and external stakeholders** to ensure successful communication, promote meaningful engagement opportunities, and expand network and pipeline of future support for CU Athletics.

- **Campaign Strategy & Execution:** Responsible for development, implementation, and daily execution of all facets **Sustainable Excellence Initiative “Drive for \$105 Million” capital and endowment campaign**, including: public launch events, press releases, digital and print collateral materials, campaign counting standards, gift documentation, pipeline reporting, and donor recognition opportunities and installations. Coordinated black tie campaign celebration gala **hosted by ESPN’s Chris Fowler** in February 2016.
- **Annual Giving & Strategic Initiatives:** Directed daily operations of Buff Club annual giving program, including: customer service, communications, solicitations, gift processing, gift acknowledgment, stewardship and data management. Developed essential collateral materials and directed external marketing strategies for successful annual fund and membership renewal drives. Developed and successfully launched new Buff Club website.
  - Established **National Buff Club Cabinet (NBCC)** leadership giving program in 2013 for \$10K+ annual donors. **NBCC has grown from 157 members in 12 states in 2013 to over 300 members in 20+ states in 2019.**
- **Staffing & Personnel Management:** Hiring and direct report management experience for multiple staff members, including: early/mid career external fundraisers, annual giving and operations program managers, strategic engagement coordinator, and administrative support team members.

## UNIVERSITY OF MICHIGAN

May 2008 – Feb 2012

### ASSISTANT/ASSOCIATE DIRECTOR OF DEVELOPMENT

*Externally focused major gift fundraiser, responsible for qualification, cultivation, solicitation and stewardship of major gift donors and prospects in Michigan, New York, Ohio, Illinois and Indiana.*

- Member of **Michigan Stadium Renovation Project** fundraising team that successfully raised **\$40M+** in major gifts, leased 81 private suites, and over 3,500 premium seats from 2007-2011. At time of construction, total project investment of **\$226M** was **largest capital initiative** in history of Michigan Athletics.
- Secured major gift commitments from individuals, corporations, and foundations up to **\$250K** in support of Michigan Athletics. Partnered with Sr. Associate Athletic Director to secure **\$1.25M** naming gift for Michigan Golf Practice Facility.
- Managed portfolio of 125-150 donors/prospects and responsible for 12-15 strategic donor visits per month. Total major gift fundraising activity from 2007 to 2012 of approximately **\$3.175M**.
- Successfully **collaborated with development colleagues and regional alumni organizations** to execute a wide variety of strategic donor events, many with Athletic Director and/or Head Coaches, including: private luncheon for high-end donors/prospects at office of billionaire donor in NYC; tour of major Ohio markets during week of U-M vs. Ohio State game in 2010; and, Big Ten Kickoff Luncheon in Chicago each summer.

## UNIVERSITY OF MICHIGAN

May 2007 – May 2008

### DEVELOPMENT ASSOCIATE

- Managed daily operations and provided customer support for *Victors Club* annual giving program. Responsible for donor benefit structure and distribution of all annual membership benefits. Allocated football tickets and parking in conjunction with preferred seating and priority point programs. Maintained *Victors Club* public email account and responded to all general inquiries. Assisted major gift staff in identifying prospects via annual fund communications and solicitations. Provided hospitality for donors and prospects at all Michigan Athletics events.

## OKLAHOMA CITY UNIVERSITY

May 2006 – May 2007

### ATHLETIC MARKETING & DEVELOPMENT COORDINATOR

- Created *OCU Champions Club* for annual giving, generating over \$75K and 50+ new contributors to OCU Athletics within first year. Managed all donor communications and benefit distribution. Coordinated all donor relations activities, including monthly Blue-White Luncheon and basketball hospitality suite hosting. Directed special event planning and execution, including annual Sports Spectacular Dinner & Auction and OCU Basketball Legends Night.

## EDUCATION:

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- Wichita State University *M.Ed. – Sport Administration – 2007*
- Oklahoma City University *B.A. – Psychology – 2004*

## ACHIEVEMENTS, AWARDS & AFFILIATIONS:

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### *Academic & Professional:*

- National Association of Collegiate Directors of Athletics (NACDA) and National Association of Athletic Development Directors (NAADD)
- University of Colorado – “*Club 104*” recognition for annual fundraising totals exceeding \$1M, 2013-2019
- University of Michigan Philanthropy Academy – *Inaugural Class Graduate, 2009*
- CoSIDA **Academic All-America**, First Team – Oklahoma City University, 2003 & 2004

### *Athletic:*

- National Association of Intercollegiate Athletics (NAIA) **Hall of Fame Inductee** – 2013
- Oklahoma City University Athletics **Hall of Fame Inductee** – 2014
- **NAIA National Collegiate Baseball Player of the Year** – 2004
- Florida Marlins Professional Baseball Club – Selected in 23<sup>rd</sup> Round of 2004 First Year Player Draft