

Stephen F. Austin State University

Athletics: Front Porch

Men's Basketball win at Duke University



Advertising Value Equivalency



SFA Basketball: Broadcast
SFA Basketball: News

Date	SFA Basketball B...	SFA Basketball N..
Nov 24 2...	0	78.1k
Nov 25 2...	0	3.04M
Nov 26 2...	208k	16.4M
Nov 27 2...	581k	21.3M
Nov 28 2...	90.0k	2.40M
Nov 29 2...	11.4k	8.19M
Total	891k	51.5M

Advertising Value Equivalency



Residual Ad Value
Equivalency from
Clemson beating Duke
on Jan. 14, 2020

Date	SFA Basketball B...	SFA Basketball N..
Jan 11	1,096	39.6k
Jan 12	0	2
Jan 13	0	70.4k
Jan 14	17.9k	610k
Jan 15	94	295
Jan 16	0	630k
Jan 17	0	0
Total	19.1k	1.35M

Media Exposure Social



Date	SFA Basketball B...	SFA Basketball N..	SFA Basketball S..
Nov 24 2...	0	8	1
Nov 25 2...	3	85	17
Nov 26 2...	157	782	9,142
Nov 27 2...	1,132	804	18.2k
Nov 28 2...	234	103	1,214
Nov 29 2...	22	239	247
Total	1,548	2,021	28.8k

Potential Reach News



Date	SFA Basketball B...	SFA Basketball N..
Nov 24 2...	0	8.44M
Nov 25 2...	0	328M
Nov 26 2...	22.5M	1.77B
Nov 27 2...	62.8M	2.31B
Nov 28 2...	9.73M	260M
Nov 29 2...	1.23M	886M
Total	96.3M	5.57B

Advertising Value Equivalency



Total Advertising
Value Equivalency
YTD for Men's
Basketball

Date	SFA Basketball B...	SFA Basketball N..
Nov 24-3..	1.05M	52.9M
Dec 2019	344k	25.2M
Jan 1-22	25.9k	8.97M
Total	1.42M	87.1M

Direct Revenue to Athletics



- Ticket Sales: \$1,316 (47 Point Spread Ticket Packages Sold)
- Fundraising/Donations: \$63,089.70
 - Donations and crowdfunding campaign (\$28 (spread), \$85.83 (score) and \$150 (Duke non-conference home winning streak))

Game Guarantee: \$85,000

Total revenue: \$149,405.70

Leveraged Win



to convert social media following to Purple Lights Fund/Men's Basketball leads for fundraising

Approximately
1,000 existing
MBB/PLF emails



Increased by 800
new emails leads,
totaling 1,800
MBB/PLF leads

80% of new
email leads are
"out of market"

Within one hour of victory, SFA Athletics team launched engagement/email capture posts through SFA Athletics/MBB social channels (example above)

Increased Email Exposure



Increased emails exposed to repeated victory-specific fundraising campaign

The Purple Lights are Lit! The 'Jacks defeat Duke, 85-83, at Cameron Indoor Stadium as 28 point underdogs. Celebrate this win and support 'Jacks basketball with a \$28.00 donation for a chance to win an autographed 'Jacks basketball commemorating this win.

Your donation will directly support the general scholarship fund in support of SFA student-athletes. Every dollar counts! Raise the Axe!

'Jacks Basketball Beats Duke Donation *

Donate a \$28.00 for a chance to win an autographed 'Jacks basketball, \$85.83 for four (4) chances to win or \$150.00 for seven (7) chances to win

- ☐ \$28.00: Jacks were a 28 pt underdog
- ☐ \$85.83: Final score of OT win
- ☐ \$150.00: Non conference win streak 'Jacks ended
- ☐ Other amount

Increased Email Exposure



Increased emails exposed
to repeated victory-specific
fundraising campaign

\$3,09.71 raised from 54 small
donations within five days of win

45% of these proceeds came from
new out-of-market leads converted
through engagement

Address

1850 N Clark St 1402
Chicago, IL 60614
[Map It](#)



Order

Product	Qty	Unit Price	Price
\$85.83: Final score of OT win	1	\$85.83	\$85.83
		Total:	\$85.83

Increased Email Leads



From Duke win is continually expanded and engaged via email newsletters



Year-end Update: 2019 Successes Sets Foundation for the New Year!

Season's Greetings, 'Jack Nation!

2019 is nearing its close and I'd like to recap some of the meaningful accomplishments from the Lumberjacks and Ladyjacks on and off the field over the past year! In short, thanks to your support, SFA Athletics is poised to build on a very successful 2019 in the new year.

Purple Lights Fund Auction



Launched inaugural PLF Holiday National Online Auction, including memorabilia from Duke win commemorative basketball



The SFA Purple Lights Fund Online Holiday Auction: *Surprise Your SFA Loved One with a Piece of 'Jacks History!*

Season's Greetings, 'Jack Nation!

The holiday season is upon us and 2019 is nearing its close! Looking back, SFA Athletics has enjoyed a very memorable year thanks to your support!



'Jacks basketball rolled into Cameron Indoor Stadium and left with a historic win. This commemorative basketball, autographed by Coach Keller, needs to be part of your fan cave. Only a few left!

\$3,925.00 raised from PLF auction

70% of proceeds generated from out-of-market supporters

SFA Hoops Success Pledge



Increased email lead list—from Duke win and ongoing social media conversion—exposed to SFA Hoops Success Pledge

Rivalry Wins Pledge

Pledge a donation when the 'jacks or Ladyjacks defeat a rival: Sam Houston State, Northwestern State, ACU or Lamar!

☐ \$1.00

☐ \$5.00

☐ \$10.00

Championship Pledge

Pledge a donation when the 'jacks win a Southland Conference championship (regular season or tournament)!

☐ \$10.00

☐ \$25.00

☐ \$50.00

Scholarship Pledge

Pledge a donation when a 'jack student-athlete earns Southland all-academic honors!

☐ \$1.00

☐ \$2.50

☐ \$5.00

Monthly Cap on Pledge Donation

You can assign a monthly limit to your SFA Hoops Success Pledge Program donation. Should our success exceed your monthly limit, you'll only donate your monthly limit.

Athletics Social Media Impact



Account	Engagements	Impressions	Video Views
Athletics Facebook	33,137	1,132,478	18,298
MBB Facebook	56,520	1,844,974	5,583
Athletics Instagram	9,067	435,490	NA
MBB Instagram	990	135,097	NA
Athletics Twitter	17,764	291,537	29,832
MBB Twitter	266,256	3,388,833	429,157
Totals	383,743	7,228,409	482,870

Athletics Website Traffic Impact



- 935% increase in users YTD
- 852% increase in sessions YTD

Social Media University Accounts

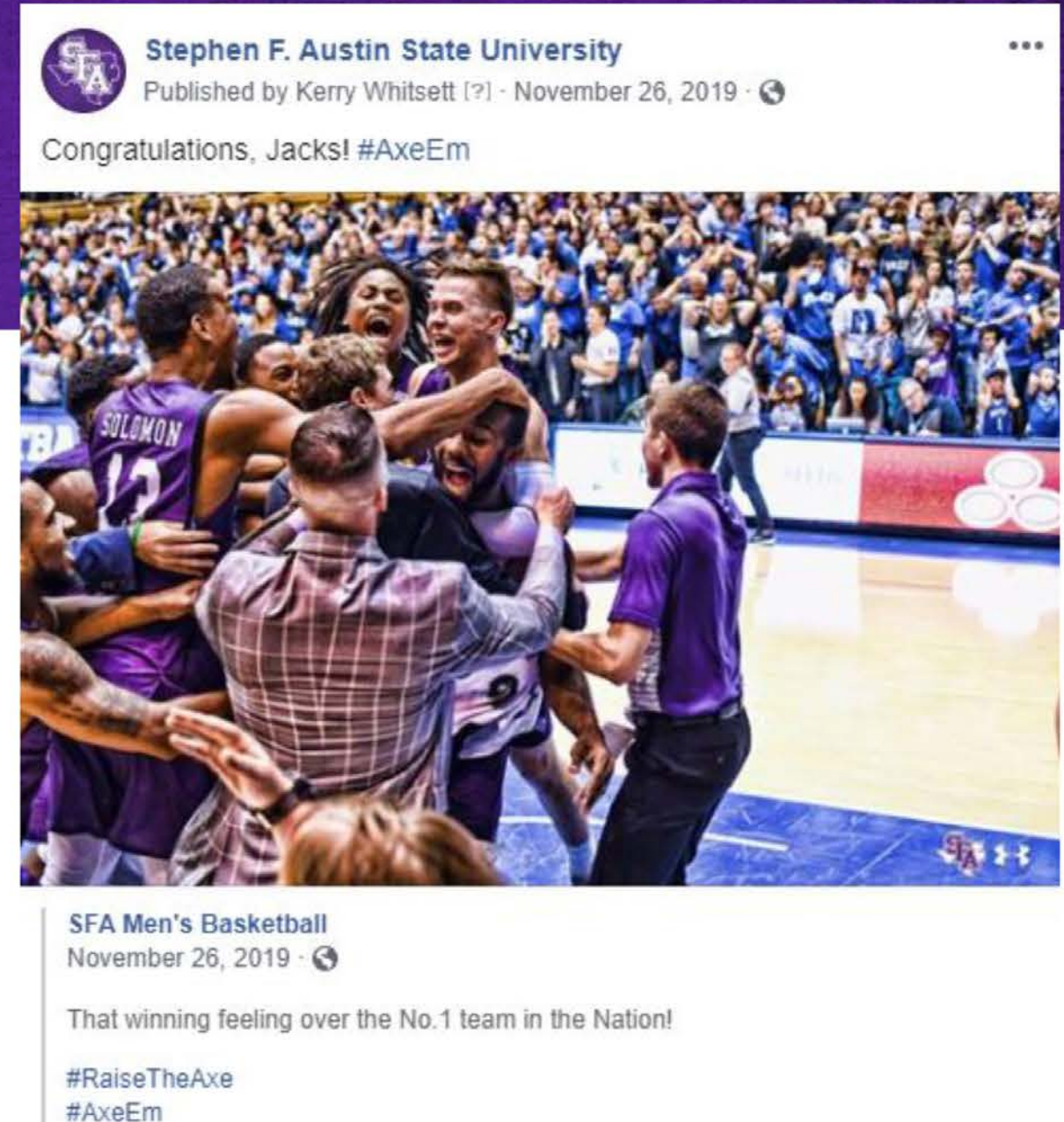


Facebook



By sharing the "winning feeling" post made by the Men's Basketball page, the message was able to reach a (most likely) different audience. Our reach combined with Athletics' expanded the visibility of the win.

Impressions: 22,011
Engagements: 6,758



Twitter



Game Win Tweet

Impressions: 126,933

Engagements: 2,822



Instagram



Game Win Post

Impressions: 19,782

Likes: 4,032



University Social Media Impact

Duke Win



Account	Engagements	Impressions
Facebook	10,854	53,382
Instagram	4,775	94,549
Twitter	5,629	214,355
Totals	21,258	362,286

20 For 20 Campaign



Top three posts in the 20 reasons
we love being Lumberjacks campaign
#20ThingsFor2020

Stephen F. Austin State University
Published by Kerry Whitsett · December 31, 2019 at 11:30 AM

This year, SFA broke ground on the new Basketball Performance Center, and the Board of Regents approved a renovation and expansion to the Griffith Fine Arts Building, which will house a flexible space theatre, a black box theatre, and facilities for sound recording technology and filmmaking.

The Cole STEM Building celebrated its one-year anniversary, and a new four-sided SFA spirit statue was erected in front of the ultramodern building.

#20ThingsFor2020



New Facilities

Impressions: 26,988

Engagements: 6,368



Stephen F. Austin State University

Published by Kerry Whitsett · December 27, 2019 at 12:00 PM

SFA's graduation rate is ranked in the top 10 of Texas universities by Brand College Consulting, proving a fact faculty and staff already know well — SFA excels at creating a supportive campus environment to which students wish to return.

#20ThingsFor2020



Graduation Rate

Impressions: 26,225

Engagements: 2,275



Stephen F. Austin State University is with Lindsey Hunt and

Shelby Hamilton.

Published by Kerry Whitsett · January 10 at 11:03 AM

Lumberjacks make great nurses — and they make great nurses on the first try!

The DeWitt School of Nursing has a pass rate of 97% on the NCLEX-RN examination.

#20ThingsFor2020



Nursing - NCLEX-RN Exam Pass Rate

Impressions: 16,833

Engagements: 1,555

Facebook



As part of our #20ThingsFor20 campaign, highlighting 20 things that make us proud to be Lumberjacks, we included a post about the funds raised for Nate Bain's family and town.

The post was intended to create a sense of community among the Lumberjack family and illustrate the SFA Way.

Impressions: 11,213
Engagements: 795



Stephen F. Austin State University

Published by Kerry Whitsett [?] · December 24, 2019 at 1:00 PM ·

After his game-winning layup against the Duke University Devils, SFA's own Nate Bain became an instant basketball star. What happened after the game is, perhaps, the most touching part of the story.

People across the nation, including SFA alumni and friends, came to the aid of Bain's hometown and family. Monetary donations poured in to help rebuild a church, school and the Freeport, Bahamas, community in the wake of Hurricane Dorian. #SFAWay

#20ThingsFor2020



Twitter



Stephen F. Austin State University
@SFASU

Nate Bain's game-winning layup against Duke University caused such a stir that monetary donations poured in to help rebuild a church, school and the community of Bain's hometown of Freeport, Bahamas, in the wake of Hurricane Dorian. [#SFAWay](#)

[#20ThingsFor2020](#)

#20ThingsFor2020 – Nate Bain post

Impressions: 10,127

Engagements: 391



Instagram



#20ThingsFor2020 – Nate Bain Post

Impressions: 6,473

Likes: 642



University Website Traffic Impact



Compared to one week prior

Numbers reflect the increase in unique page views

- **SFA Homepage:** 434.77%
- **About SFA:** 1,404.4%
- **Arts and Athletics:** 1,193.55%
- **Academics:** 130.84%
- **Visit SFA:** 191.32%
- **Admissions and Aid:** 53.16%

Compared to one year prior

Numbers reflect the increase in unique page views

- **SFA Homepage:** 959.7%
- **About SFA:** 4,316.13%
- **Arts and Athletics:** 2,306%
- **Academics:** 358.48%
- **Visit SFA:** 29.61%
- **Admissions and Aid:** 247.87%