

IPTAY



2021 YEAR IN REVIEW

1-800-CLEMSON CLEMSONTIGERS.com/IPTAY   @IPTAY  @CLEMSONIPTAY

ANNUAL FUND

IPTAY 2021 DONORS

18,410

DOLLARS OF ANNUAL GIVING

\$40.7M*

NEW IPTAY DONORS

3,656

*THIS TOTAL INCLUDES ONE-TIME REVENUES TOTALING \$1.3M OF 2020 FOOTBALL SEASON TICKET DOLLARS DONATED TO IPTAY.

IPTAY 2021 QUICK COMPARISON: RETURNING DONORS VS. NEW DONORS

	PAW \$60	PURPLE \$180	ORANGE \$450	CHAMPION \$900	TIGER \$1,700	HOWARD \$2,600	IPTAY \$3,500	JERVEY \$5,000	McFADDEN \$6,500	FIKE \$8,000	HEISMAN \$12,000	RIGGS \$25,000
RETURNING DONORS	612	2,467	2,026	2,041	2,126	862	1,952	791	498	578	752	80
NEW DONORS	450	2,417	341	150	127	24	30	14	5	21	32	14
TOTAL	1,062	4,884	2,367	2,191	2,253	886	1,982	805	503	599	784	94

2021 MEMBERSHIP BY YOUTH PROGRAM



1,859

IPTAY CC

6,454

IPTAY YA

2,964



A DECADE OF GROWTH

TOTAL ANNUAL FUND DOLLARS IN CASH BY YEAR

2012 // \$18.9M

2013 // \$20.5M

2014 // \$22.5M

2015 // \$25.6M

2016 // \$29.4M

2017 // \$34.3M

2018 // \$38.2M

2019 // \$35.8M

2020 // \$38.7M

2021 // \$40.7M

MAJOR GIFTS

Clemson depends on the generosity and foresight of donors to build and maintain collegiate athletic excellence. Gifts that build an endowment and support major facilities and large-scale initiatives leave a lasting legacy and are vital to the future and the quality of athletics at Clemson. Major gifts may be in the form of cash, real estate, securities, gifts-in-kind and a number of other options.

DOLLARS OF MAJOR GIFTS

\$21.1M



CORNERSTONE PARTNERS

The Cornerstone Partners concept was implemented in IPTAY 2015. The goal of the initiative was to secure 10 partners with gifts of \$2.5M or above. 14 partners were secured in the first five years of the program including the largest gift in Clemson history at the time. Two more partners were added in 2020 and six more in 2021 for a total of 22.

PLANNED GIVING

Planned gifts are a means of ensuring that the priorities of IPTAY continue for years to come. These visionary gifts ensure that opportunities exist for future generations of student-athletes through bequests, life insurance, charitable gift annuities, charitable lead trust, charitable remainder trusts and a number of other instruments that continue long into the future. Many planned gifts are part of major gifts.

DOLLARS OF PLANNED GIFTS

\$7.4M

TYPES OF PLANNED GIVING

- 🐾 BEQUESTS
- 🐾 GIFT OF RETIREMENT ASSETS
- 🐾 LIFE INSURANCE POLICIES
- 🐾 BARGAIN SALE CHARITABLE GIFT ANNUITIES
- 🐾 GIFT OF REAL ESTATE
- 🐾 CHARITABLE REMAINDER TRUSTS

BLOCK C CLUB

Block C Club helps to enhance the lifelong experience of Clemson student-athletes. Block C Club has four main purposes as a part of its mission - to provide fellowship among all letterwinners, recognize and honor former student-athletes, provide outreach to letterwinners in an effort to re-engage them with Clemson University and to educate current coaches and student-athletes about the history of Clemson athletics.



BLOCK C CLUB DOLLARS GIVEN

\$63,425

BLOCK C CLUB MEMBERS

1,165

ONE IPTAY

TOTAL DOLLARS RAISED BY THE “ONE-IPTAY” ENTERPRISE IN 2021

\$76.3M

COMPARISON BY YEARS

'13: \$26.6M '14: \$32.3M '15: \$60.1M '16: \$56.6M '17: \$60.14M '18: \$64.9M '19: \$63.7M '20: \$73.3M

“IPTAY SUPPORTS”



STUDENT-ATHLETE
SCHOLARSHIPS



LIFE SKILLS



NEW & UPDATED
FACILITIES



ACADEMIC SUPPORT



NUTRITION SERVICES



COUNSELING
SERVICES



STRENGTH
& CONDITIONING



STUDENT-ATHLETE
ENRICHMENT
PROGRAMS



TIGER BAND
CHEER
& MASCOTS



ENDOWMENT FUNDING



IPTAY OPERATIONS

PREMIUM SEATS

PREMIUM SEAT DONATION

\$7.1M

VARIOUS PREMIUM AREAS



THE YOUNITS SOUTH CLUB



LITTLEJOHN COLISEUM CLUB



NORTH SUITES



WESTZONE CLUB



DOUG KINGSMORE FIELD-LEVEL SEATS



SOUTH SUITES

IPTAY continues to expand its footprint in the digital and social space. This summer, the flagship IPTAY Twitter handle is nearing the 14,000 follower mark. While the Instagram account following has grown to over 20,000 - A mile marker in Instagram analytics. In addition, IPTAY's Facebook account continues to grow with over 2,000 likes and 2,150 followers. Follow us on all platforms!

TWITTER FOLLOWERS

13.9K

13,700 FOLLOWERS IN 2020
1.4% GROWTH RATE

INSTAGRAM FOLLOWERS

20.1K

18,800 FOLLOWERS IN 2020
6.46% GROWTH RATE

FACEBOOK LIKES

2K

1,600 FOLLOWERS IN 2020
20% GROWTH RATE

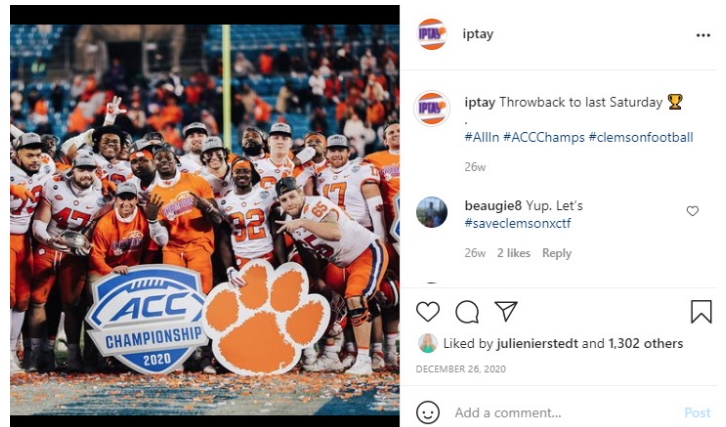
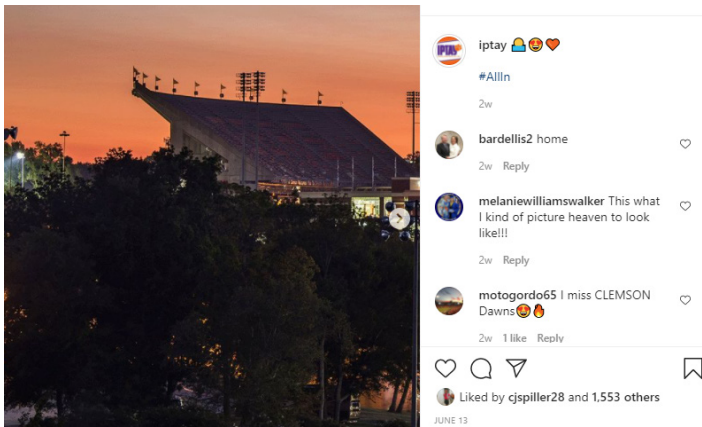
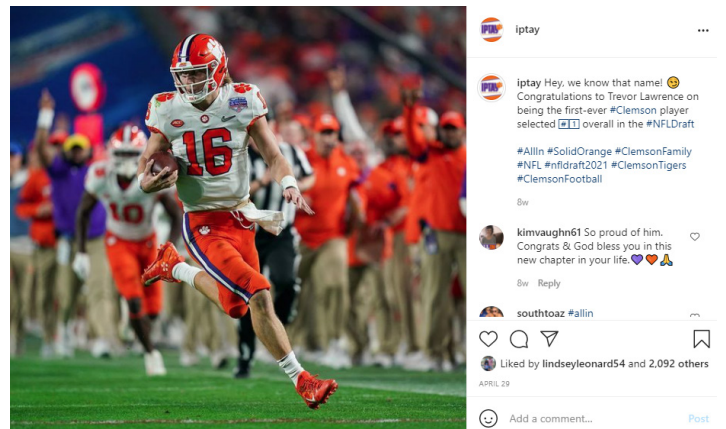
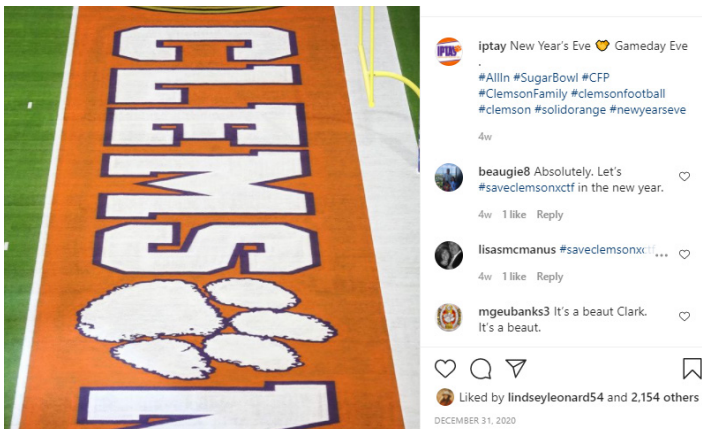
INSTAGRAM QUICK STATS:

- 🌟 IPTAY leads all Power 5 fundraising arms in total followers (20,100 followers)
- 🌟 IPTAY leads all Power 5 fundraising institutions in interactions (likes, comments, watches, etc.) with 80,299
 - Next closest is NC State Wolfpack Club with 62,235
- 🌟 IPTAY is at the top of Power 5 fundraising arms with a post every other day
 - Only LSU TAF averaged slightly higher than IPTAY in post frequency
- 🌟 IPTAY following grew by 1,982 in the 2020 calendar year (+11.23%)
 - Only Texas A&M 12th Man Foundation saw a bigger jump in followers with 3,303 (+33.52%)

FACEBOOK QUICK STATS:

- 🌟 Saw large growth in first full year of IPTAY Facebook launch (+1,088 followers, +127.7%)
- 🌟 Same post frequency as Instagram (every other day)
- 🌟 Every other day posts are at the top of Power 5 fundraising arm leaderboard with only 3 schools having a slightly higher post average (LSU TAF, UNC Rams Club) and one institution averaging a post per day (NC State Wolf Pack Club)
- 🌟 More Power 5 fundraising arms have Facebook presences compared to Instagram (many of these established several years ago, so have higher followings)
- 🌟 IPTAY is top 3 in ACC for total interactions (likes, shares, comments, link clicks)
 - IPTAY ranks first in total interactions among Big 10 and PAC 12 schools, and second among Big 12 schools

TOP DIGITAL MEDIA EXAMPLES



PRINT COLLATERAL EXAMPLES



IPTAY '21 CREDENTIAL PACKET



IPTAY '21 SOLICITATION



IPTAY '21 SOLICITATION

IPTAY '21 POSTCARDS



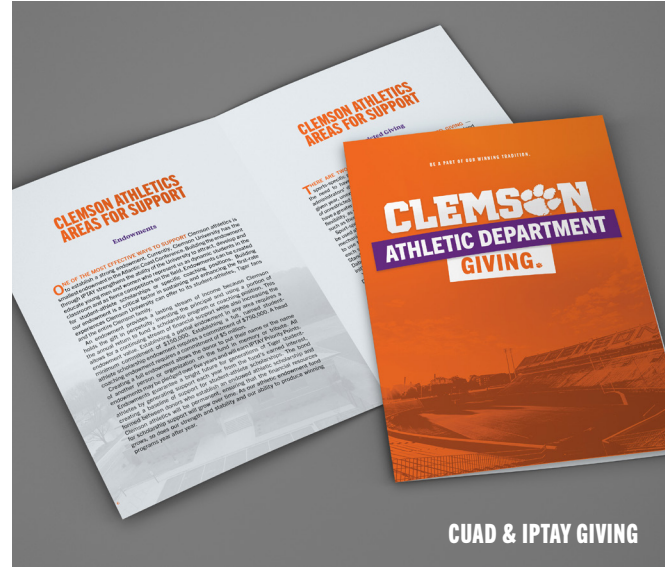
ORANGE: THE EXPERIENCE



The 64-page glossy magazine, *Orange: The Experience*, is delivered eight times a year. *Orange: The Experience* is packed with exclusive features on student-athletes, coaches and IPTAY donors, as well as up-close and behind-the-scenes photography.



IPTAY BALANCE DUE INSERT



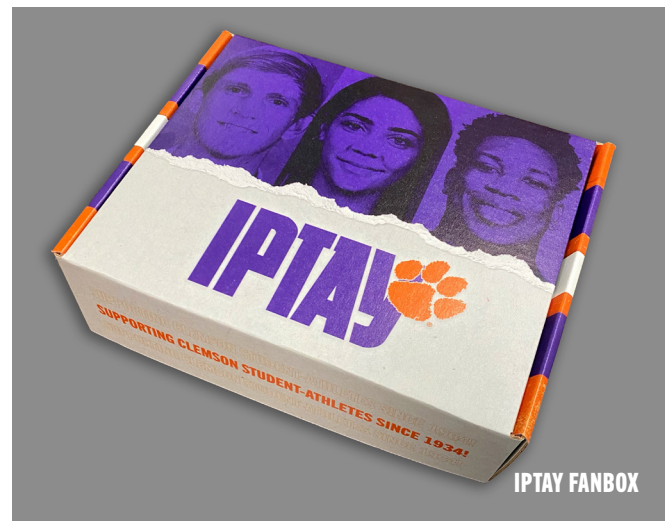
CUAD & IPTAY GIVING



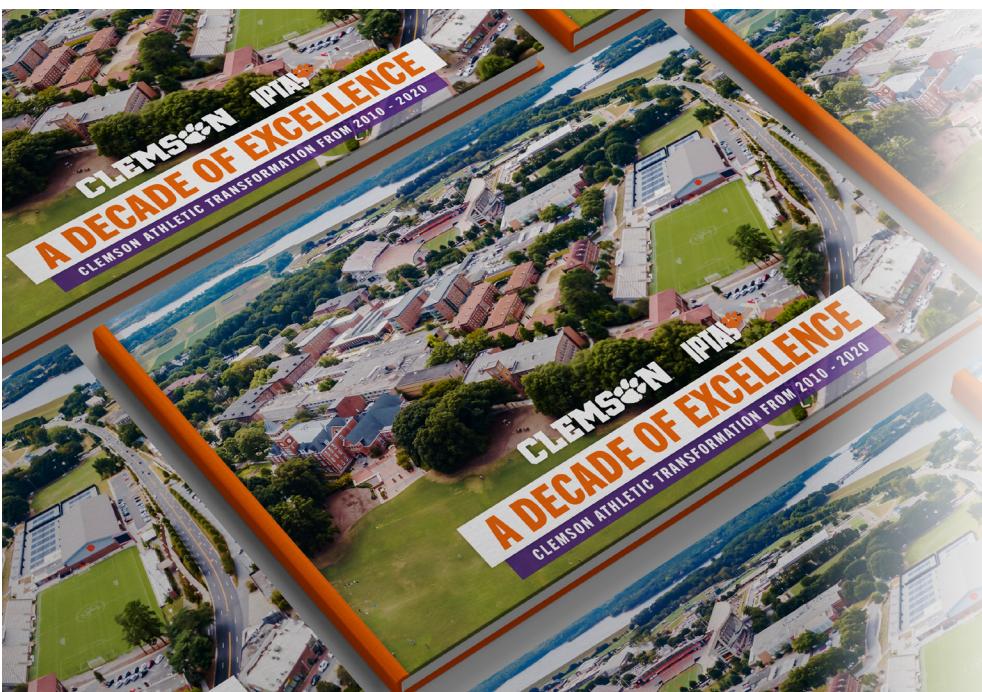
IPTAY KEYBOARD DECALS



PREMIUM SEATING FLIPBOOK



IPTAY FANBOX



FACILITIES BOOKLET

PAGES: 296

INCLUDING: IPTAY & CLEMSON ATHLETICS

TIMELINE: NOVEMBER 2020-JUNE 2021

SUPPORTING
CLEMSON
STUDENT-ATHLETES
SINCE 1934



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