

University of Wyoming
Board of Trustee's Meeting
May 11, 2020

Cowboy Joe Club (CJC) Report

1. Staffing

- Development officer position (on hold due to UW hiring freeze)

2. CJC revenue figures as of May 11, 2020

- \$2.52 Million in pledges and \$1.98 Million in cash received (2020)
- \$2.92 Million in pledges and \$2.32 Million in cash received (2019)

(FYI – We were down \$500K in pledges a couple weeks ago....we had a nice rebound in the last week)

Significant impact due to the COVID-19 challenges, but have seen a nice response to our phone campaign and the Coach Bohl/Tom Burman video this past week. We are planning to send a direct mail piece and a follow-up marketing campaign in the next 2-4 weeks to all of our members and non-renewals which we hope will help increase our numbers as well.

3. Cowboy Joe Club Golf Series – **Revised**

(Please note these are subject to modification and change depending upon further developments with UW's schedule of activities, etc.)

- Mesquite tournament (Feb. 29th) – well attended with 75 participants
- Sheridan, May 30th -- Moved to Friday, August 14th
- Ft. Collins, June 15th -- Moved to Monday, August 17th
- Casper, June 19th -- Moved to 3 Crowns Golf Course on Saturday, August 22nd
- Evanston, June 20th
- Hulett, June 27th
- Rock Springs, July 11th

4. Cowboy Joe Club – 50th anniversary celebration **(Postponed to February 2021)**

- Will recognize Founders and Past Presidents of the Cowboy Joe Club
- We will focus the event solely on stewardship of our donors and on our Founders of the CJC. May have other announcements depending on timing.

Cowboy Joe Club Auction – Friday, October 23rd at Little America in Cheyenne (AFA game on Oct. 24th)

****Reminder** Make reservations and purchase tickets early if you plan on attending. This event sells out.**