



BLUEprint for Success

MISSION

Building Relationships | Investing In Excellence | Developing Champions

VISION

“To cultivate relationships that yield championship resources, preparing student-athletes for success through an unparalleled collegiate experience.”

CORE VALUES

- R** – Relational
- A** – Aligned
- I** – Impactful
- D** – Driven
- E** – Excellent
- R** – Resilient
- S** – Service-Oriented

STRATEGIC PRIORITIES

- » **Advance Philanthropy:** Focus on securing Major and Planned Gifts through targeted cultivation and thoughtful stewardship efforts.
- » **Build the Base:** Continuously and aggressively grow BRAA membership to establish a pipeline of support for current and future student-athletes.
- » **Communicate the Impact:** Produce compelling stories, communication materials, and events that showcase the achievements of our student-athletes and illustrate the positive impact of donor support.

