

## **BUILDING AN EFFECTIVE FUNDRAISING STRATEGY FOR FINE ARTS**

PRE-CONFERENCE WORKSHOP ON DEVELOPMENT

ICFAD (International Council of Fine Arts Deans) Conference  
Hosted by the College of Fine Arts, The University of Texas at Austin  
October 2, 2019

AT&T Center, Room 203

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The College of Fine Arts at The University of Texas at Austin welcomes the opportunity to host the ICFAD Development Workshop in fall 2019.

### **About Development in the College of Fine Arts at UT Austin:**

Fundraising for the Fine Arts is often different from fundraising for other colleges on campus. Whether your institution or advancement office is large or small, everyone shares similar fundraising challenges. Your host, the UT College of Fine Arts, has evolved from a “mom and pop” shop (the dean and one frontline officer) in 2004 into a more robust professional operation. We have made mistakes large and small, learned from them, and kept pushing forward.

Over the past 15 years, the UT College of Fine Arts has more than doubled its yearly fundraising totals from an average of \$5-\$7 million to \$12-\$15 million. Along the way, we have had tremendous successes, including a transformative \$55 million gift to name our music school. College endowment holdings have increased over \$100 million in ten years and now total \$160 million, which includes more than 465 individual student, faculty, and program endowments. In addition, more than \$85 million in unrealized estate gifts are currently in place, most earmarked for endowments. But no matter past successes, we still keep striving to improve our development operations to meet the ever-changing and growing needs of our college.

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### **1:00-2:00pm Keynote Session: Fundraising for Fine Arts**

Scott Rabenold, VP for Development at UT-Austin and Dean Doug Dempster, UT-Austin College of Fine Arts

- How and why fundraising for Fine Arts is different from other disciplines
- How the College of Fine Arts at UT-Austin collaborates with the university's development office and the organizational structure of each
- How the College of Fine Arts is preparing for UT-Austin's next capital campaign
- Q&A

### **2:15-3:30pm Evolution of Donor Relationships Part I: Building Annual Gifts into Major Gifts**

**Building Annual Gifts into Major Gifts** is the first of two moderated panel discussions which will focus on **building and sustaining donor relationships** from graduation-to-grave based on case studies and best practices.

- *Elyse Menger Robinson*, Director of Development, College of Fine Arts, Texas Christian University
- *Andrew West*, Director of Principal Gifts, College of Fine Arts, The University of Texas at Austin
- *Sondra Lomax*, moderator, Assistant Dean for Development, College of Fine Arts, The University of Texas at Austin

### **3:45-5:00pm Evolution of Donor Relationships Part II: Sustaining Major Gifts into Estate Gifts**

**Sustaining Major Gifts into Estate Gifts** is the second of two moderated panel discussions which will focus on **building and sustaining donor relationships** from graduation-to-grave based on case studies and best practices.

- *Laura Whitmore Brown*, Assistant Dean of Development, College of Arts and Humanities, University of Maryland
- *Amanda Brown Irving*, Executive Director of Gift Planning, The University of Texas at Austin
- *Sondra Lomax*, moderator, Assistant Dean for Development, College of Fine Arts, The University of Texas at Austin

6:00pm Etter Harbinger Alumni Center

Opening ICFAD reception, including Development Workshop attendees

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**THURSDAY, October 4, 2019**

8:00-9:00am Breakfast Tacos and Conversation for Development Workshop attendees  
Visual Art Center