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# **EVOLUTION OF A PRINCIPAL GIFTS PROGRAM**

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Goals, Ongoing Evaluation and Collaboration

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## Everyone Has to Start Somewhere

- Formal fundraising operation began c. 1993
- “We’re Texas” campaign: 1997-2004, \$1.7B raised
- “Campaign for Texas”: 2007-2014, \$3.14B raised

## Paradigm Shift

- Major changes in 2016 - 2017
- Rapid growth
- Research Services ➤ Prospect Research, Management & Analysis
- Revamp of Prospect Management policy and system

## Moving Forward Together

- “If everyone is moving forward together, then success takes care of itself.”
- Culture shift has led to increased collaboration – and increase in solicitations/gifts
- Still work to be done

## Path to the Next Level

- Recognize that Principal Gifts prospects = Best opportunities to get to next level
- Early efforts
- New plan

## **Cockrell School of Engineering Development Team**

- Composition, structure and assignments

## **Cockrell Principal Gifts (PG) Program**

- Purpose
- Leadership
- PRM and Gift Officers – Roles and Collaboration

## Starting up the Program and Establishing a Process

- Who are they?
- Viable for the campaign?
- In sight, In mind – Tracking Cockrell PG prospects

## Principal Gift Strategy Meetings

- Purpose
- When, what and where...do we go from here?

# THANK YOU

*Questions? Comments?*

