
CATALYTIC REVENUE DEVELOPMENT

NEXT LEVEL FUNDRAISING

AT THE PHILLIPS COLLECTION
WASHINGTON, D.C. - JULY 19, 2019

This one-day intensive, led by DeVos Institute Chairman Michael M. Kaiser and President Brett Egan, will address the design, implementation, and completion of major fundraising efforts. It will focus on instruments such as capital campaigns; endowments and reserves; and catalytic fundraising efforts to capitalize on anniversaries, landmark events, or and significant new programming.



Michael M. Kaiser Chairman
Brett Egan President

REGISTER NOW. SPACE IS EXTREMELY LIMITED

The opportunity is open on a first-come, first-served basis to staff and leadership from cultural, educational, and other non-profit organizations.



The DeVos Institute of Arts Management at the University of Maryland, a global leader in arts management training and consultation, is pleased to announce a one-day intensive for arts managers, board members and their development teams. The Intensive will be led by Institute Chairman Michael M. Kaiser and President Brett Egan at The Phillips Collection, America's first museum of Modern art and one of the world's most distinguished collections of Impressionist and Modern American and European art.

The Intensive will provide timely, practical guidance for organizations that face an impending opportunity or need requiring a substantial fundraising campaign.

It is suitable for organizations with substantial fundraising capacity — and those with a commitment to build capacity to implement the envisioned campaign.

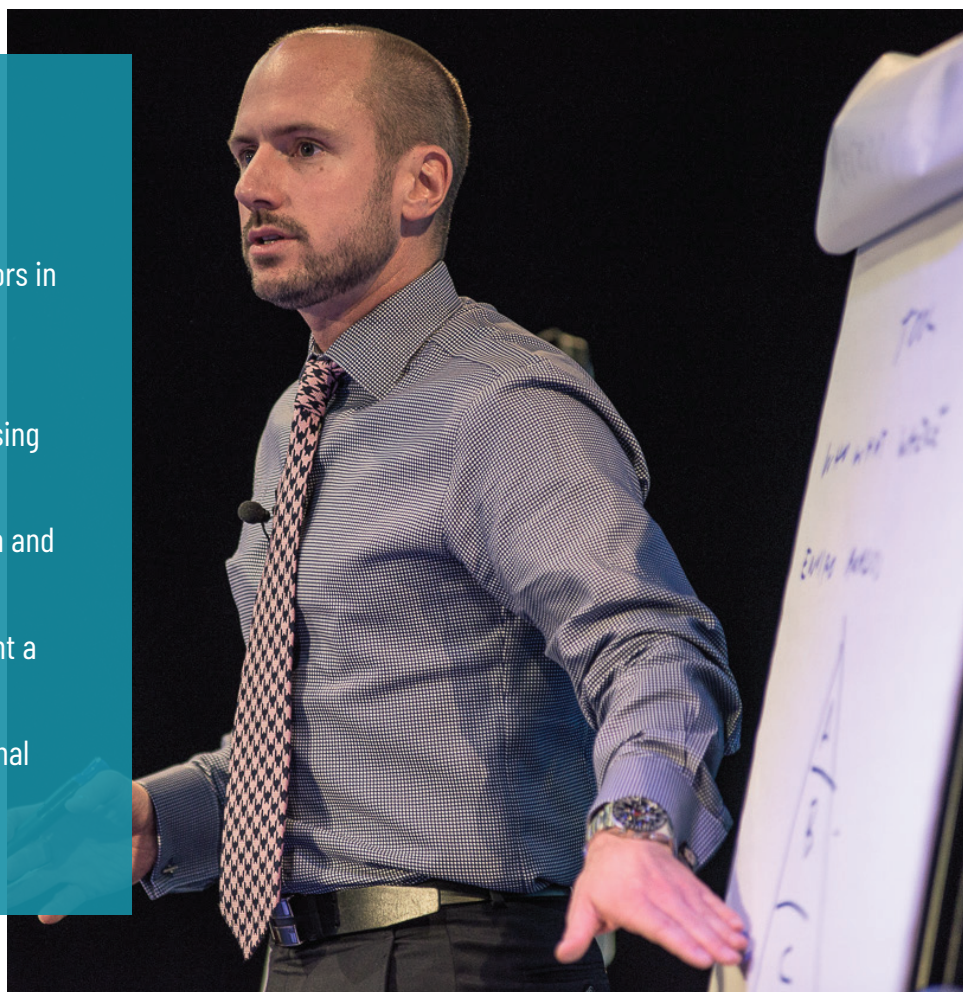
The intensive is most relevant to organizations in the following disciplines:

- performing and visual arts;
- community-based artistic practice;
- education and arts education;
- historical, science, and educational (museums and centers);
- literature, poetry or spoken word;
- film and media; and
- other non-profits that require strong marketing and fundraising, including gardens, libraries, multi-tenant cultural facilities, and craft (glass, print, etc.).

ABOUT THE FUNDRAISING INTENSIVE

In particular, the intensive will focus on:

- The impact of catalytic campaigns on mission, programming, and capacity.
- How best to engage a Board of Directors in a catalytic fundraising campaign.
- Building a practical financial plan that anticipates the impact of the fundraising effort on annual operations.
- Risks inherent to a catalytic campaign and how best to avoid common pitfalls.
- Building internal capacity to implement a major campaign.
- The role of the staff, Board, and external parties throughout the process.



Participating organizations will receive planning tools focused on campaign planning and execution.



KEY FACTS

Date: Friday, July 19, 2019 10:00 am-4:00 pm
Registration and breakfast will start at 9:00 am.

Location: The Phillips Collection
1600 21st Street NW
Washington, D.C. 20009

REGISTRATION

Registration fee: \$285 per person

The participation fee includes all seminar materials, breakfast, and lunch at the Cosmos Club. Participation is available on a first-come basis and confirmed upon receipt of the registration fee. Enrollment is limited to 150 participants.

REGISTER ONLINE **HERE.**

Registration will close on **June 28** or when maximum capacity is reached.

**For more information or questions regarding the
Catalytic Fundraising Intensive,
please contact Marie Gossman at
MEGossman@DeVosInstitute.net or 301-314-0948**

About The DeVos Institute of Arts Management

The DeVos Institute of Arts Management at the University of Maryland provides training, consultation, and implementation support for arts managers and their boards around the world. It operates on the premise that while much is spent to train artists, too little is spent to support the managers and boards who keep those artists at work.

The Institute's core services include strategic planning, capital campaign planning, and fundraising campaign implementation in the United States and abroad. The Institute provides support in campaign design, planning, budgeting, prospecting, feasibility analysis, and campaign implementation, including cultivation and solicitation. For projects including physical infrastructure, the Institute regularly works with its clients' architects and design teams to calibrate project concept and scale to organizational capacity and fundraising feasibility.

The Institute's training balances universal best practices with rigorous study of local conditions to deliver timely, practical advice for a wide range of arts institutions around the world, from traditional performing and presenting organizations, museums, galleries, arts schools, and libraries, to botanical gardens, glass-making studios, public art trusts, and nonprofit cinemas. The Institute has served more than 1,000 organizations from over 80 countries since Michael M. Kaiser founded it during his tenure as President of the John F. Kennedy Center for the Performing Arts in Washington, D.C. For more information, visit **DeVosInstitute.net**.



About the Phillips Collection

The Phillips Collection, America's first museum of modern art, is one of the world's most distinguished collections of Impressionist and modern American and European art. It offers a strikingly original and experimental approach to modern art by combining works of different nationalities and periods in displays that change frequently. The setting is similarly unconventional, featuring a domestic scale and personal atmosphere. Artists represented in the collection include Pierre-Auguste Renoir, Vincent van Gogh, Pierre Bonnard, Pablo Picasso, Georgia O'Keeffe, Arthur Dove, Mark Rothko, Jacob Lawrence, and Richard Diebenkorn, among others. The collection has grown to include more than 1,000 photographs and works by contemporary artists such as Wolfgang Laib. The Phillips organizes acclaimed exhibitions, including its Intersections contemporary art series. The Phillips also produces K-12 and adult programs, while the University of Maryland Center for Art and Knowledge at The Phillips Collection is the museum's nexus for scholarly exchange. For more information, visit **PhillipsCollection.org**.