

Capitalizing on Your Campaign

Jim Hooker | *University of Texas at Austin*

SESSION DESCRIPTION

Every institution, large or small, private, or public, will eventually need to implement a fundraising campaign; and launching the public portion of a university-wide campaign or initiative is a daunting task for anyone. It requires knowing what questions to ask prior to planning what the event(s) should be. Who are the constituents that should be included? Should the celebration be tied to another university event to attract a larger crowd? The questions are numerous. This session will focus on the "who, what, and where" discussions that are necessary for a successful campaign launch, rollout, or closing and it will provide examples that can be sized up or down for any college or university.

SPEAKER BIO

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Jim Hooker is an award-winning event strategist with over 23 years producing world-class academic and entertainment events. In 2012 he launched **Stratelyst Creative** to assist academic institutions and non-profits in accentuating the value of emotional relationship building between the organization and its constituencies through events. His clients have included University of California (both Irvine and Davis), Partners In Health, University of the Pacific, Caltech, Boston University, Williams College, Georgia Tech, Arizona State University and many others. Jim is currently the Executive Director of University Events at The University of Texas at Austin and previously he was head of events at University of Southern California.