

# BRYAN FISHER, CFRE

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## ASSOCIATE VICE PRESIDENT FOR DEVELOPMENT

Innovative and results-driven **Fundraising Executive** with a proven track record of success, a deep, embedded understanding of Arkansas Tech University's culture, and a well-established network across all functional areas and with key influencers. Proficient in leading and executing high-impact fundraising initiatives that align with the university's mission and priorities. Displays a passion for communication and ensures both internal and external stakeholders are engaged while directing an office that serves as the face of the university. Skilled in managing major gift portfolios, overseeing development teams, and fostering donor relationships to bring strategic direction and leadership to funding efforts. Recognized for driving the university's fundraising goals, boosting endowment growth, and supporting key initiatives. Thrives as an organizational steward committed to ensuring development endeavors align with the institution's long-term vision and realize sustained growth and success.

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| ▪ Influential Leadership         | ▪ Fundraising Strategy           | ▪ Major Gifts & Donor Relations |
| ▪ Strategic Direction & Planning | ▪ Cross-Functional Collaboration | ▪ Alumni Relations              |
| ▪ Stewardship & Advocacy         | ▪ Emotional Intelligence         | ▪ Event & Campaign Planning     |
| ▪ Donor Retention                | ▪ Team & Culture Building        | ▪ Goal Setting & Evaluation     |
| ▪ Budget Management              | ▪ Operational Excellence         | ▪ Stakeholder Relationships     |

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### PROFESSIONAL EXPERIENCE

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#### **Arkansas Tech University**, Russellville, Arkansas

*A public university offering a wide range of undergraduate and graduate programs with a focus on academic excellence.*

#### **Associate Vice President for Development (Interim Vice President for Advancement), 2017 – Present**

Oversees all traditional fundraising efforts at Arkansas Tech University. Manages a portfolio of major and planned gift donors, ranging from \$50K to \$1M+, including approximately 50K living alumni, parents, friends, and key stakeholders. Functions as a key member of the Institutional Advancement team, working collaboratively with the University President, faculty, deans, staff, and other campus leaders, to drive fundraising success and support institutional goals. Seeks to ensure that the needs of the institution are met when state funding is not sufficient.

- Leads the Development Office and staff, including major gifts, planned giving, annual giving, and corporate and foundation relations, setting the standard for expected activity in visits, proposals, and closures.
- Manages a portfolio of major/planned gift donors and prospects, developing and maintaining strong, authentic relationships that lead to significant funding commitments.
- Implements and leads all aspects of the Moves Management process, initiating donor contacts and developing tailored cultivation and solicitation strategies.
- Ensures timely movement of prospects through the donor lifecycle, from cultivation to solicitation to closure, while maintaining stewardship relationships.
- Directs Development staff to meet performance expectations, confirming timely reporting and effective use of fundraising tools.
- Develops and refines processes and procedures to guarantee all activities align with and support the goals of the Advancement Division.
- Ensures that individual Gift Officers tasked with working with specific colleges remain in close contact with deans and other key leaders about their needs; subsequently holds responsibility over the College of Business and Economic Dev.
- Offers strategic counsel to the President, Vice President, and other Advancement staff, participating in key campus and off-campus events for donor cultivation and increasing engagement with the ATU experience.
- Creates a variety of events and fundraising campaigns that go beyond athletics and appeal to and motivate a wide demographic to offer support.
- Played a key role in boosting the size of the ATU Foundation's total investments from \$15M to \$63M since 2011.
- Served as a Lead Planner in "Together We Can," the first-ever comprehensive campaign for the university; achieved the goal of raising \$55M in June 2024.
- Worked collaboratively with the Alumni Office and Advancement Services to integrate development efforts, focusing on securing gifts for campus-wide priorities, including endowments, scholarships, academic programs, and facilities.
- Served as Interim Vice President for Advancement from January 2019 to March 2020; presently assisting in the role.

### ***Director of Athletic Relations, 2011 – 2017***

Played a pivotal role in securing financial support for the university's athletic programs, promoting strong community partnerships, and enhancing the university's fundraising initiatives. Successfully managed major gift solicitations, private funding sources, and large-scale events, ensuring long-term sustainability and growth for ATU athletics.

- Led efforts to solicit and secure major gifts for all athletic programs at ATU, developing strategic relationships with high-level donors and partners to support scholarships, team development, and facility enhancements.
- Oversaw the Green and Gold Fund, a critical private funding source for ATU athletics, certifying effective resource management and driving increased donor contributions year over year by 150%.
- Acted as a key liaison between ATU athletics and the Russellville business community, cultivating collaborative partnerships to boost local engagement and financial support for the university's athletic initiatives.
- Planned and executed successful annual fundraising events, including campaigns, galas, and donor recognition initiatives, which resulted in significant revenue growth and heightened awareness of ATU's athletic programs.
- Elevated the profile of ATU athletics, creating a culture of philanthropy that enhanced both community and alumni involvement in the university's sports and extracurricular activities.

### **Allstate Insurance Company, Russellville, Arkansas**

*A leading U.S. insurer providing auto, home, life, and business coverage.*

### ***Insurance Agent, 2000 – 2011***

Successfully sold and serviced a variety of insurance policies while building strong client relationships, increasing market share, and ensuring policy retention. Managed a portfolio of over 1,500 accounts through in-person meetings, phone calls, and email correspondence and collaborated with industry professionals to drive business growth.

- Improved policy retention by providing proactive customer service and continuous engagement.
- Ranked in the top 5% for auto sales in the state of Arkansas.
- Achieved an average 12% annual increase in insurance policy growth over eight years.

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## **EDUCATION**

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### **Bachelor of Science in Natural Science, 1999**

Arkansas Tech University, Russellville, Arkansas

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## **CERTIFICATION & PROFESSIONAL DEVELOPMENT**

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**Certified Fundraising Executive (CFRE), ANSI National Accreditation Board (ANAB), 2019**

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## **COMMUNITY & PROFESSIONAL LEADERSHIP INITIATIVES**

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**Chair, Russellville Housing Authority**

**Finance Chair, First United Methodist Church**

**Event Presenter, Arkansas Association of Fundraising Professionals (AFP)**

**Master Gardener, University of Arkansas Agricultural Department**

**Former President, Russellville Lions Club**

**Former President & Board of Directors, Russellville Country Club**

**Former Member, Russellville Chamber of Commerce**

**Former Chair, Russellville Parks and Recreation**

**Graduate, Leadership Arkansas Tech**

**Graduate, Leadership Russellville**