

Russell (Russ) A. Gibbs, D.Min, CFRE

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CAREER OBJECTIVE: To develop an exceptional team of motivated individuals to accomplish significant philanthropic goals that positively impact people's lives.

PROFILE:

- Effective leader who is able to motivate employees to a high level of performance
- Seasoned professional with seventeen years of experience in progressively challenging responsibilities
- Skilled in major gifts, campaign and planned giving fundraising
- Administrative expertise in foundation management
- High energy, highly motivated self-starter, results-oriented, collaborator, decision maker
- Strong people, written, verbal and organizational skills; strategic thinker
- Team-builder, trainer, enabler, innovator

EMPLOYMENT HISTORY:

University of Houston Law Center, Houston, Texas

October 2013 to September 2016

Associate Dean of External Affairs

May 2014 to September 2016

- Provide comprehensive administrative leadership of the Office of External Affairs, including: Alumni Relations, Annual Giving, Events, Prospect Management, Stewardship, Administrative Services, Planned Giving and Major Gifts, and Continuing Legal Education (CLE)
- Provide strategic leadership in the planning and implementation of the Cornerstone construction initiative – a \$10M seed-funding campaign for new construction of the Law Center. Capital campaign goal up to \$100 Million dollars
- Serve on various strategic and administrative committees as assigned by the dean
- Serve as Major Gift Officer – closed an estate gift of \$525,000 for endowed scholarship 12/2015
- All specific duties listed below

Assistant Dean – Sr. Director of Advancement

October 2013 to May 2014

- Provide leadership for all major gift, planned giving and annual fund initiatives
- Maintain a portfolio of 100+ major gift prospects
- Serve as executive liaison to the UH Law Foundation and UHLC Alumni Board
- Provide editorial oversight for all development and alumni communications
- Assist in developing the case for support for the capital construction and facilities renovation initiative
- Provide leadership for the annual gala and other events
- Utilizes *BSR Advance* as donor database

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Texas A&M Health Science Center, Bryan, Texas

April 2008 to September 2013

Vice President for Institutional Advancement

In addition to the Institutional Advancement duties listed below, from June 1, 2011 through August 31, 2012, I assumed direct management of the HSC Marketing and Communications department on a temporary basis and served as Vice President for Institutional Advancement and Communications.

Communications Responsibilities:

- Provide administrative leadership for the Office of Marketing and Communications that includes all communication initiatives, i.e., media relations, social media, web content, market research, advertising, brand development, crisis communications, constituent relationship-building and print/video media
- Assure the dissemination of information regarding activities, priorities and accomplishments of the HSC to a variety of target audiences
- Coordinate messaging strategies with the Office of Government Affairs

Advancement Responsibilities:

- Provide overall leadership in development and external affairs for the Health Science Center and coordinate with the deans and development officers to assess and optimize the strategic fundraising objectives of the colleges of Medicine, Dentistry, Pharmacy, Nursing, School of Rural Public Health, Institute of Biosciences and Technology, Coastal Bend Health Education Center and South Texas Health Center
- Develop and implement all aspects of the HSC's capital campaign, development strategic plan, fundraising marketing materials, donor management, solicitation and stewardship activities
- Facilitate board meetings, manage day-to-day operations and serve as executive liaison to the HSC Foundation Board
- Maintain a personal portfolio of top major gift prospects
- Maintain the donor database (*Blackbaud-The Raiser's Edge*) and establish effective relationships with external granting agencies, local governments, community organizations and other key entities
- Provide leadership in corporate and foundation philanthropy, annual giving and planned giving
- Personally raise approximately \$1,000,000 in addition to administrative duties
- Surpassed FY11 fundraising goal by 23% compared to FY10 goal
- Raised \$62 Million to date toward the \$100M goal of HSC's first 10 yr comprehensive campaign

Texas Tech University System, Lubbock Texas

September 2003 to March 2008

Interim Vice Chancellor for Institutional Advancement and Chief Operating Officer of the Texas Tech Foundation, Inc.

January 2007 to October 2007

- Provided comprehensive leadership for Texas Tech University and Texas Tech Health Sciences Center fundraising initiatives (during the time and in addition to the duties I maintained as AVC listed below)

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- Doubled the fundraising total received from \$74.1M (FY06) to \$153.8M (FY07)
- Designed and implemented the initial silent phase of a \$1 Billion comprehensive capital campaign
- Oversaw the operations of the Texas Tech Foundation, Inc. (\$650M endowment at that time)
- Administered a \$10 Million dollar budget.
- Supervised a staff of 85 professionals and administrative personnel
- Cultivated a portfolio of multi-million dollar prospects
- Assisted the chancellor in solicitations as requested
- Developed specific strategic plans and proposals for high worth prospects

Associate Vice Chancellor of Advancement Programs and Services

September 2004 to March 2008

- Administered system-wide fundraising programs and services including: major gifts, capital campaign planning, foundation administration and accountability, strategic planning, corporation and foundation relations, planned giving, regional development programs, leadership annual giving, annual giving, prospect research, donor relations and stewardship, information database services (BSR Advance), financial services, development communications, and assist as needed with affiliate fundraising programs of the university, such as KOHM-FM radio, KTXT-TV, and the Museum of Llano Estacado
- Developed the initial strategic plan for an eight-year one billion dollar comprehensive campaign; approximately \$225 Million of the campaign was raised under my leadership
- Raised over \$1 million dollars per year in addition to my administrative responsibilities

Director of Development, Law School

September 2003 to September 2004

- Solicited the second largest cash gift (at the time) from an individual in TTU history: \$6,000,000 designated for a professional development center and courtroom of the future
- Raised approximately \$870,000 for scholarships and an endowed professorship
- Designed and wrote new marketing and fundraising material for the Law School
- Served on the Law School's website redesign committee
- Served as staff liaison to the Texas Tech Law School Foundation

SUMMARY: Personal Major Gift and Planned Giving Solicitation Highlights at Texas Tech

- \$6,000,000 – Cash gift: Law School
- \$10,000,000 – Estate gift: Undesignated monies to be split equally between TTU and another university
- \$1,400,000 – Estate gift for scholarships and athletics
- Multiple gifts of \$100,000 or more for various causes

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Wayland Baptist University, Plainview, TX

August 1998 to September 2003

Vice President for Institutional Advancement

- Principle fundraising office for the University. Provided leadership for all capital campaigns, grant writing, annual fund, direct marketing, major gifts and planned giving
- Administered the divisions of Development, Alumni Services, Church Services, and Communications (Public Relations and Marketing). Lead the Admissions division until the employment of a Vice President of Enrollment Management in September 2002
- Served in Wayland's senior administrative cabinet with the President, Executive Vice President, Vice President for Academic Services, Vice President for Enrollment Management and the Chief Financial Officer
- Increased by 59% the gifts and grants received from all sources when comparing FY 1999-2003 to the previous years of FY 1995-1998.

Buckner Baptist Benevolences, Dallas, TX

February 1997 to August 1998

Regional Development Officer – West Texas & Panhandle

- Raised over \$200,000 in unrestricted operational monies and estate gifts for three regional children's homes in Lubbock, Amarillo, and Midland, Texas.

Former Career – Ministry Positions

- *Pastor* – Beltway Park Baptist Church, Abilene, Texas – March 1992 to January 1997
- *Pastor* – First Baptist Church, Spearman, Texas – June 1984 to January 1997
- *Associate Pastor* – First Baptist Church, Canyon, Texas – June 1980 to June 1984

CONTINUING PROFESSIONAL EDUCATION:

CFRE (Certified Fundraising Executive) Certification – June 2002, 2005, 2008, 2011, 2014

Received extensive training in best practice aspects of major gift and capital campaign fundraising, estate planning, prospect management, enrollment management, student retention, and strategic planning through conferences and workshops lead by CASE, AFP, PPP, APRA, AHP and other professionals.

CONFERENCE SPEAKER:

Eduventures: "Managing the Student Life Cycle Event" - San Diego, CA, October 2007

Association of American Law Schools, 2015 Annual Meeting: Development Track – Hot Topic Roundtable: "Talent Turnover Critical Challenges" - Washington, DC, January 2015

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EDUCATION:

- 1995, Dec 15: Doctor of Ministries – Southwestern Baptist Theological Seminary, Fort Worth, Texas; Doctoral Project: “Using Television as a Community Outreach to Blended Families”
- 1979, July 13: Masters of Divinity – Southwestern Baptist Theological Seminary, Fort Worth, Texas
- 1975, Aug 16: BA Religion – Baylor University, Waco, Texas
- 1972: General studies – Odessa Junior College, Odessa, Texas
- 1971: Diploma – Midland High School, Midland, Texas

AWARDS AND ASSOCIATIONS:

- Member of Partnership for Philanthropic Planning (2011 – 2014)
- Member of Chamber of Commerce, Bryan/College Station, Texas (2009 – 2013)
- Member of Chamber of Commerce, Round Rock, Texas (2009 – 2013)
- Member of Chamber of Commerce, Georgetown, Texas (2009 – 2013)
- Member of the Association for Healthcare Philanthropy [AHP] (2008 – 2013)
- Member of the Association of Fundraising Professionals [AFP] (1997 – present)
- Member of the Council for the Advancement and Support of Education [CASE] (1999 – present)
- Member of the Lions Club International (1997- 2013)
- The Junior League of College Station, TX, Community Advisory Board (2011- 2013)
- The Volunteer Center of Lubbock, Vice President – Executive Board (2005-2007)
- The Junior League of Lubbock, TX, Community Advisory Board (2005-2006)
- Member of the Chamber of Commerce, Plainview, Texas (1999 – 2003)
- Member of the Salvation Army Executive Board, Plainview, Texas (1999 - 2003)
- Member of the Texas Baptist Development Officers Association (1997 – 2003)
- Member of the Plainview Symphony Board, Plainview, Texas (1999 – 2002)
- Recognized as the Outstanding New Development Officer of the Year by the Texas Baptist Development Officers Association (1998)
- Member of the Executive Board of the Baptist General Convention of Texas (1988-1991)

References upon request