

University Fundraising

Christian Vranek, Culture Creates Values

EUA

FUNDING FORUM

15.-16.October 2026

University of Technology, Brno

Master Class 9:

The art of fundraising: structures & culture

Quote

It is not the things that worry us
but the opinions we have
about things. - Epicurus (341-270 B.C.E.)

What it needs for successful cooperations



- Olympic Winter Games Milano Cortina 2026
The Olympic Fire in Cortina d'Ampezzo

....and a lot of creativity and candidness

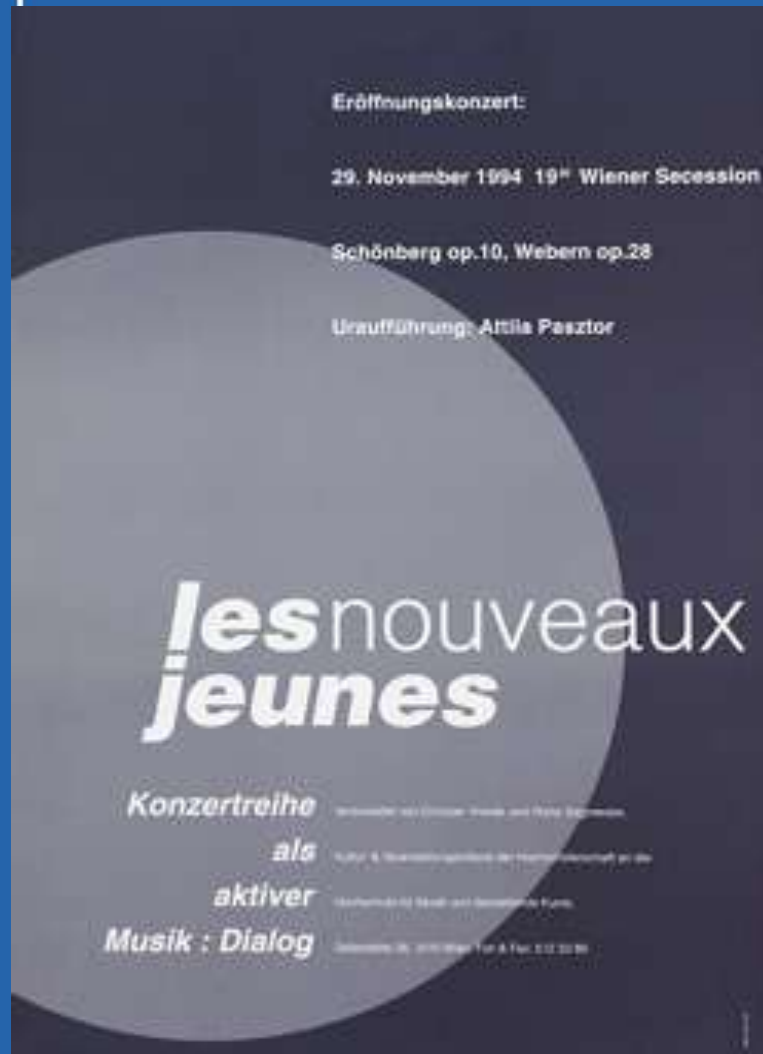


■ Vienna Secession, picture credit: Jorit Aust

An example - Conemporary Mucic performed in a room installation by Roland Goeschl



- Elios Quartett, Anna-Maria Pammer, picture credit – Jakob Lust



- Event poster: design - Stephan Pfeffer

A university of value

What are the core values of universities?

Core values

Quality
Openness
Responsibility
Sustainability
Trust

.....

.....

Universities are lighthouses of knowledge and need to build bridges with partners to increase interest in science and in the challenges of the future.

- more than 80% of the Austrians find it difficult to form an objective opinion via newspapers, radio or television (traditional media), source: University of Vienna, Working Group Interdisciplinary Value Research

Advice

There are projects that are suitable for patrons and others for sponsorship.

Friendraising-Instruments

But how we can do Friendraising and which is the right Friendraising-Instrument?

- Sponsoring
- Crowdfunding
- Fundraising
- Donations
- Patronage



■ Picture Credit: ©Uschi Dreiuicker/PIXELIO www.pixelio.de

Sponsa (lat. bride), Sponsus (lat. bride-groom)
Sponsor (lat. - engl.) benefactor, patron, financier

Sponsorship means support
based on mutuality of a project –
of an individual, group, institution, event etc.
in the form of

- funds,
- payment in kind or
- rendition of services.

Patronage

Philanthropy includes any voluntary private action for a charitable purpose

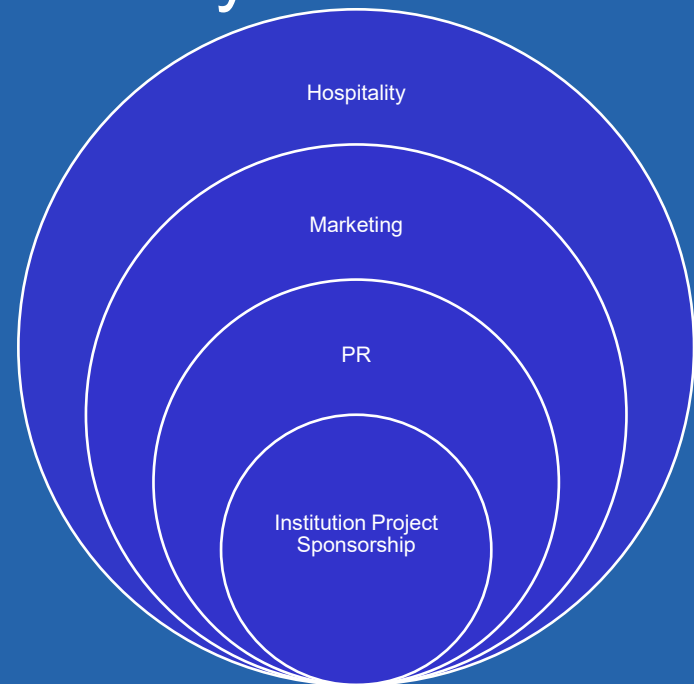
Analyze your environment and your activities



- View over Hollbruck into the Val Pusteria towards Lienz, Eastern Tyrol, Austria

Sponsorship –
based on considerations
and should accompanied by

PR-activities
Marketing-activities
Hospitality-activities



The sponsorship concept

- Project declaration – History of the organization, etc.
- USP* (unique selling proposition)
- Activities
- Goals
- Financing plan
- Sponsor pyramid
- Return service
- Individual offers (depending on the status of the contact)

Which is the main approach of a project?

- Pedagogical approach – supporting the next generation
- Artistic approach – concerts, exhibitions, etc.
- Academic approach – studies
- Social approach - scholarships
- Environmental approach – pilot projects
- Political approach – bilateral relations
- Economical approach – future markets
- Humanitarian approach – college funds
- Tourist approach – revival of tourism

Fundraising conference 2001, Vienna

Universität für Musik und darstellende Kunst Wien -
Internationale Sommerakademie Prag Wien Budapest

SYMPOSIUM
KUNSTUNIVERSITÄT UND WIRTSCHAFT

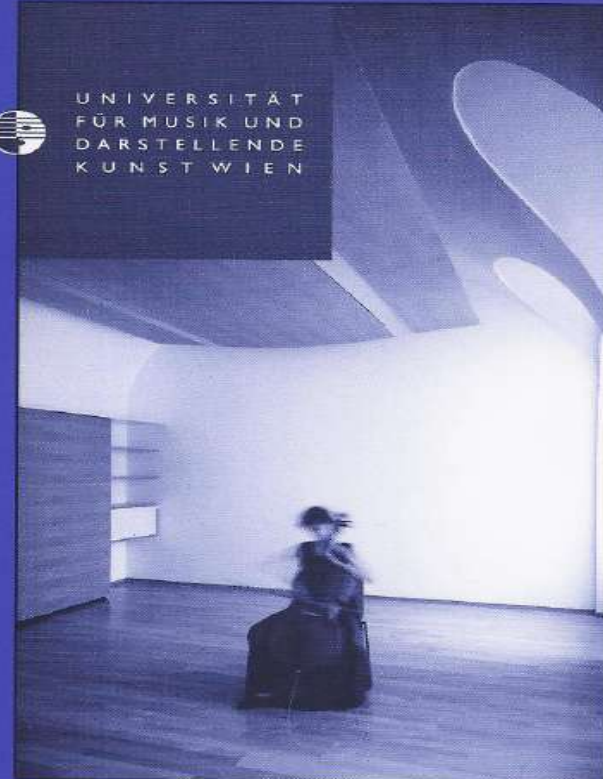
ZUKUNFTSPERSPEKTIVEN
VON KOOPERATIONEN ZWISCHEN DER
UNIVERSITÄT FÜR MUSIK UND DARSTELLEND KUNST WIEN
UND DER WIRTSCHAFT

17. - 19. Juni 2001

Vorträge, Podiumsgespräche, Diskussionen
&
künstlerische Beiträge und Abendveranstaltungen
aus den Bereichen Musik, Film, Theater und Oper



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DARSTELLEND
KUNST WIEN



EINLADUNG ZUM SYMPOSIUM

- Information: www.culturecreatesvalues.com

Some positive impacts of sponsorship

- Sponsorship gives the possibility to transmit content and values
- Sponsorship gives activities a public platform
- Cooperations with sponsors promote the open-mindedness and openness of the employees
- Sponsorship builds new relationships and contacts
- Sponsorship activities can lead to positive image and social recognition
- Sponsorship raises public attention and the interest by media
- Outstanding sponsorship creates win-win-win situations
- Sponsorship is much more than searching for money

In history huge donors
very often
start
with a small donation.

An example for philanthropic giving

Branco Weiss, who died in 2010,
bequeathed 120 million Fr.
(20 million Fr. during his lifetime,
100 million Fr. as legate)
to ETH Zurich
to promote post-graduate scientists.*

*Daniel Müller-Jentsch Schweizer Stiftungswesen im Aufbruch S.19

STIFTER.

CHRISTY RITT V EPOVEM	AMANDA J JORDAN
GERHARD BLUM	ADAM SANDROFF
IMRAY BARNHARTMAN	BEULAH H. V. THE END-SHORE
E. GRAF SCHROEDER UNIONEN	MAX RITT V. EPOVEM
BERNARD V. THORNTON DOWN	FELIX HUBER FINE
ARTHUR RITT V. EPOVEM	HUBERT EDE V. AUSTADEN
HANS GRAF WILDER	SAM. RABIN
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LARRY SANDROFF V. HIL. DUTEN	VICTOR BARNHARTMAN
KARL N. GÖTZEL	LOUIS FRIED V. RABIN
ADOLF WERTHEIM	DR. FRANK EDEEN
LUDWIG LUDWIG	RITA GRAF GRIFF
KAROLINE COMFORT-BITTELHEIM	HEINRICH GRAF FÜRSTENBERG
ADOLF HENNING V. GÖRGEN GÖRGA	FELIX FÜRST LUDWIG
RITT V. FRIEDLAND	CHARLOTTE RABIN
A. MARKGRAF PALLAVICINI	J. RABIN
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FELIX RABIN GÖRGEN	DR. V. W. RABIN
KARL FÜRST TRAUTMANNHOF	JURAT V. RABIN
J. W. MÜLLER RITT V. AICHOLD	GEORG FÜRST ZANTHONY
FR. FÜRST SCHROEDER-BARTHELEMY	THEOPHIL RITT V. HANSEN
FRANK V. ROBERT	JOK. M. FRIEDER
MORITZ MAYHE	GOTTLIEB REHMAN
J. D. S. LICHENHAIN *** STIFTUNG	JURAT GRAF ZANDVSKI
GERHARD THOMY	MORITZ D. ISRAELI STIFTUNG
BEATI FIEDOR	FRANZKA WOLF-MANNIEWICZ
FRANK RITT REGENHART V. ZAPORY	MARIE RICHTER
HELENE REGENHART V. ZAPORY	BEETHOVEN-ASSOCIATION NEW YORK

- CHRISTIAN VRANEK **CULTURE
CREATES
VALUES**

Philanthropic giving

The most important reason
why people donate?

They were asked.

Philanthropic giving

It needs offers for donors based on a case study and it needs a lot of personal relationship.

To find major donors it takes time.

- Financial support for students
- Increased talent promotion
- Educational development programs
- Work orders
- Renovation work
- Programs in humanities
- Special projects....

and it needs stories – what happens with the income – and it needs results and reports!

Philanthropic giving

Thanks to the donors
is one of the
most important points
for successful fundraising.

Friendraising – much more than to get money!



- Foto: ©Judith Böttiger/PIXELIO www.pixelio.de

Especially sponsorship –
works as a multiplier
which should strengthen your
University and your important activities!

Friendraising needs leadership and passion for the topic.

If you are not 100% personally convinced of a project –
never ask someone for money!

The know-how paired with experience in these areas, coupled with human quality, is the prerequisite for common success.

Within an institution it needs
professionalism and loyalty.

University Friendraising

Christian Vranek, Culture Creates Values

It is your time to shine
Just do it!

Thank you for your attention!

CHRISTIAN VRANEK **CULTURE
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VALUES**