

Donor Relations and Fundraising with Reinhardt University

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With a degree in performing arts and over a decade leading the [Falany Performing Arts Center at Reinhardt University](#), Jessica Akers has focused on making live arts accessible—regardless of background or budget. When she stepped into her role in 2014, there was no roadmap and a donor base of fewer than 100 people. Today, the center thrives as a community hub and growing regional destination.

Before adopting AudienceView Professional, 90% of ticketing was handled over the phone, leaving the team stretched thin. “We didn’t even have time for lunch,” Jessica recalls.

Now, 60% of ticket transactions happen online, thanks to user-friendly purchase flows, mobile-friendly design, and customizable event pages that reduce patron inquiries. “AudienceView’s online interface makes it easy for patrons to self-serve and find the information they need. We don’t get as many phone calls asking basic questions, which saves us hours,” Jessica explains.

At the box office, volunteers and part-time staff can jump in confidently, thanks to the fast, intuitive sales interface and mobile capability. “We can train people quickly, and I trust that transactions are handled correctly,” she adds.

Creating Donor Demand with Smart Programming and Strategic Visibility

Jessica leans into FOMO—fear of missing out—as a driver for donor engagement. “We host season previews, pre-show receptions, and exclusive dinners that make donors feel seen and valued,” she explains. Donors proudly wear custom-designed lapel pins that symbolize their support, creating a sense of belonging and social visibility.

“When other guests see a reception happening, they ask how to be a part of it. That visibility—and a good shrimp cocktail—goes a long way.”

Using AudienceView’s CRM tools, Jessica’s team tracks donor participation, manages follow-up tasks, and leverages segmentation to identify and grow new tiers of support.

Flexibility That Sparks Creativity

Jessica and her team are known for saying yes to bold ideas—and AudienceView Professional’s flexible event setup tools help bring them to life.

Their “Sneak Peek” event, where donors preview the season and purchase subscriptions, once faced a near-cancellation due to a power outage. With fast thinking (and backup generators), Jessica improvised: “I got up on stage and described every show myself while the team handed out drinks by candlelight. It turned into one of our best fundraising nights ever.”

More recently, Jessica has turned to interactive, ticketed experiences to expand the Falany’s reach. Upcoming events include:

- “Bach and Burritos”: a café-style classical music night with Mexican fare
- A BYOB Bluegrass Festival: featuring food trucks and multiple stages
- A Putt-Putt Golf Fundraiser: where everything—from the holes to the grand prize—is miniature

AudienceView Professional’s event creation tools make it easy to handle multi-format events, assign custom ticket types, and build unique experiences without technical barriers.



From Access to Impact: Sponsorships, Schools & Community Engagement

The Falany’s growing donor base also fuels programming that serves the wider community. Jessica’s team funds scholarships for arts students at Reinhardt University and local schools. In March they host Youth Arts Month, showcasing elementary student artwork in the venue’s lobby alongside live music and hors d’œuvres.

Jessica also sponsors local cheer, football, and lacrosse teams to expand awareness beyond traditional arts audiences. “We want people who’ve never been here to walk through the door,” she says.

All fundraising is tied to specific needs and programs using AudienceView’s campaign tools, which also support recurring gifts, pledges, and automated acknowledgments—ensuring every donor is recognized appropriately.

Looking to the Future

Jessica is always on the hunt for new ways to engage the community and raise funds. Her next big idea? A mini-golf fundraiser complete with a remote-controlled truck as the grand prize. “I just love coming up with fun ways to bring people together—and fund the arts.”

With AudienceView Professional powering ticketing, donor management, and creative event strategy, the Falany Performing Arts Center is positioned for lasting impact and growth.