

ADVANCEMENT TEAM



Anna E. von Gehr, Chief Officer for Advancement and External Affairs, joined Florida State University (FSU) in 2013 as the Senior Director for Development for the FSU Cultural Center and The John & Mable Ringling Museum of Art. In her short tenure, she has reorganized the development operation which has more than doubled fundraising results for the past two years. She serves as an executive staff member of The Ringling providing administrative oversight for marketing, membership, and development. Her

primary focus is on a major capital campaign, among the priority goals part of Florida State University's \$1 billion campaign. Prior to joining FSU, she served as the first Director of Development for the U.Va. Art Museums at the University of Virginia. Under her leadership she created the museums' first development and membership program. Working in partnership with museum directors, she restructured the programming for both academic museums resulting in dramatic increases in attendance and annual support. In addition to stabilizing the museums and their role at the University, she completed a \$30 million campaign for the Fralin Museum of Art as part of the University's ambitious \$3 billion campaign. She then assumed the new role of Director of University Arts Development. She worked in partnership with the Vice Provost for the Arts creating and supporting strategic pan-University Arts initiative. As the principal gift officer for the Arts she coordinated University leadership in their Arts fundraising activities while assisting all Arts units in garnering transformative philanthropic support. Anna previously served as the Director of Development for the College at [Washington and Lee University](#). In that role, she managed the campaign priorities for the more than 50 departments and programs housed in the College. Although she has experience in major gift fundraising at the University level, her passion and expertise clearly lies with museums and the arts. Anna has worked as the Major Gifts and Planned Giving Manager at the [Virginia Museum of Fine Arts](#) in Richmond, VA and as the Major Gifts and Planned Giving Coordinator at the [Oakland Museum of California](#). Anna was a Regent Scholar at the University of California Santa Cruz and majored in History. She earned her Master's in Museum Studies from [San Francisco State University](#) with an emphasis in Non-profit Management and Development. In addition to her fundraising career in major museums and universities, Anna enjoys time at the beach, on the water, and exploring "Old Florida" with her husband, artist Rob Tarbell, and their six-year-old daughter Dottie. Both Anna and Rob are passionate about contemporary art and spend free time in galleries around the country connecting with artists, gallery directors, and museum professionals adding to their own collection of contemporary art. She is involved with the arts community in Sarasota and serves as a mentor in the local chapter of AFP and they recently adopted a retired racing greyhound named Granger.