
Development & Fundraising Executive

Non-Profit Leadership • Strategic Planning & Growth • Fundraising • Community Relations

Creative, high energy non-profit executive with more than 18 years of proven experience. Adept critical thinker with remarkable ability to balance tactical planning with strategic execution of non-profit campaigns. Earned reputation as a contagious motivator, able to reach across functions and levels to cultivate strong, long-term relationships with donors, communities, corporations, and vendors. Easily adaptable to challenging environments. Completed multiple trainings in capital campaigns and fundraising, and on track to complete Project Management certification (PMP).

Professional Experience

Director of Strategic Campaigns, Confidential Corporation

2008 – Present

Spearheaded multi-million-dollar capital campaigns, including development of \$1M+ proposals and strategic project execution. Directed major donor, foundation, and corporate consultations to continually enhance profitable partnerships.

Supported fundraising goals and activities by leading board assessments and resulting transformations. Strategized with branch directors to develop donor segmentation and execute state-specific plans. Coordinated campaigns with finance, marketing, and IT departments.

Notable Accomplishments:

- Increased donor support by more than 35% and brand awareness by developing and implementing multi-phase national relational funding campaign, including internal and external communication across multiple media channels.
- Delivered 50% increase in revenue by providing fundraising consultation to branch offices.
- Boosted corporate giving and promoted corporate citizenship by designing and establishing Community Partnership Initiative.
- Created and directed promotional videos for national campaign and residential programs for adolescent offenders.
- Achieved donor support through execution of major initiatives and multi-media events.
- Built organization's exposure as nationwide spokesperson (TV, video, radio, and print).

Executive Director, Michigan, Confidential Corporation

2000 – 2008

Recruited as SE Michigan Field Director and quickly promoted to Executive Director through demonstration of leadership and programming abilities. Managed five DRs and 700+ state-wide volunteers, including training and continuing education for personnel to provide mentoring within crime-impacted communities. Guided execution of programs and fundraising campaigns including work with churches, volunteers, and the Michigan Department of Corrections. Responsible for marketing and public relations for state programs.

Notable Accomplishments:

- Pioneered state leadership model for national implementation to expand program capacity through new funding initiatives and restructuring of corporate revenue allocation.
- Maximized program effectiveness through sustained partnerships with government agencies, service organizations, and more than 400 Michigan churches.
- Acquired and nurtured multi-level donor relationships through active communication streams and engagement in ministry opportunities and special events.
- Championed societal re-acclamation of former prisoners by developing aftercare network with connections to faith community and local resources.

Additional Experience:

Director of Publications, Confidential Corporation, 1995 – 2000

Developed and implemented media and public relations plans, marketing and communication materials, fundraising projects, and community events.

Professional Development

Certifications:

- **In progress: Project Management Professional (PMP)**, Project Management Institute
- **Train the Trainer Certification**, Customer Service and Leadership Institute Training
- **Certificate of Studies**, Sawyer School of Business (ACICS accredited)

Professional Workshops:

- **Capital Campaign Training**, Institute for Charitable Giving
- **Project Management Institute Training**, Unified Vision Group
- **Corporate Fundraising**, Association of Fundraising Professionals
- **Annual Fundraising**, Christian Stewardship Association

Computer Proficiencies:

- Microsoft Office Suite
- Adobe Photoshop
- Quark
- ACT
- Lotus Notes