

FUNDRAISING PROFESSIONAL SAMPLE

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A highly creative and results-driven non-profit management professional with entrepreneurial passion, drive and vision. More than 10 years' experience and expertise generating revenue and increasing support bases for expanding national and local non profit and for profit organizations.

AREAS OF EXPERTISE

- Key Account Management
- Donor Development
- Strategic Planning
- Government & Foundation
- Direct Mail Marketing
- Public Hearing Presentations
- Multi-million Dollar Budgets
- Board Development
- High End Event Planning
- Grant Proposal Writing
- Program Development
- Major Gift Solicitation

SELECTED ACHIEVEMENTS

- **Fundraising** - Secured \$4.4 million dollars through effective major gift solicitations, creative sponsorship opportunities, and effective donor cultivation events.
- **Partnership Building** - Built strong partnerships with leading Fortune 400 & 500 companies, community based organizations, government agencies and educational partners to deliver programs and train more than 10,000 volunteers on fundraising and program delivery techniques.
- **Resource Development** - Played key role in JA's growth from \$900,000 raised annually to more than \$2.4 million, a 166% increase. Growth exploded the demand for volunteers and staff, resulting in a 20% departmental growth, and a 25% increase in volunteer recruitment.
- **Entrepreneur** – Founded an on-line resume writing firm that assists more than 1,200 professionals annually and provide services free of charge to local community and faith-based organizations whose members reside in high-needs, limited resource areas.

HIGHLIGHTED EXPERIENCE

EDUCATION & INDUSTRY PARTNERSHIP (EIP), New York, NY 2002 – 2003
Nonprofit service learning career-readiness program. Provides specialty career training to more than 1,200 at-risk middle and high school students.

Deputy Director VP, Programs

Quickly promoted to provide organizational development and market positioning strategies. Transformed a declining nonprofit organization into a sellable and collaborative entity.

- Recruited to execute leadership and outreach strategies, identify and initiate business development strategies, re-develop the board, partner with organizations with a shared mission to deliver programs that elevate performance levels of at-risk students.
- **Within six months revamped and designed the high school career development program, new program increased demand for services by 110%.**
- Designed and set-up funding requests; follow-up systems and stewardship reports with profiled philanthropists; family and corporate foundations and government agencies.
- **Tracked federal, state, and city funding grants and discretionary funds of local political leaders, presented requests before NYC council member hearings, in written proposal forms and through networked solicitation meetings.**
- Worked closely with the board, advisory board, executive director and major contributors to revamp collateral marketing pieces including mission, goals, programs, and proposals to increase funding resources.
- Managed nonprofit as a small business including day-to-day operations such as the recruitment of full-time, part-time and freelance employees. Set-up and distribute payroll, employee benefits and A/R & A/P.

THE CONFERENCE BOARD, New York, NY 2000 – 2001
The world's leading business not for profit membership and conference organization serving more than 10,000 Fortune 400 and 500 business leaders worldwide.

Direct Mail Manager/ Special Projects and Internet Marketing

- Created direct mail and Internet marketing campaigns to profile Fortune 100 senior executives to promote and solicit participants and sponsors for business education conferences.
- Designed copy and developed mutually beneficial relationships with sponsors and leading financial publications, including the Wall Street Journal, NY Times, Fast Company, and Business Week. Saved \$50,000+ in marketing expenses as a result of cultivated relationships and strategic partnerships.
- **Marketed 40+ business conferences worldwide, overseeing a direct mail campaign of more than 5 million pieces and a budget of \$2 million dollars.**

JUNIOR ACHIEVEMENT INC., New York, NY

1997 – 2000

The world's largest and fastest growing children's non-profit economic educational provider serving more than 217,000 students in New York City and Long Island.

**Director of Development
Senior Manager, Special Events
Manager, Marketing**

- Hand-selected and promoted to solicit and oversee major gifts, value-added partnerships, manage events staff and develop strategic fundraising and cultivation events for board members, major donors and contributors.
- **Expanded support base by more than 15%.** Designed and executed 70 special events, including golf tournaments, dinner galas and bowl-a-thons utilizing over 10,000 volunteers.
- **Identified and initiated business development strategies** and technology vehicles instrumental in developing corporate partnerships and volunteer incentives.
- **Created and produced high-impact multimedia presentations** to communicate the value and benefit of corporate sponsorship and volunteerism.
- Worked closely with board members and sponsors throughout all phases of strategic and tactical planning, coordination, and execution of major events to ensure superior service and cultivated relationships.
- **Planned and implemented individual, direct mail, e-commerce, phone and personal solicitation programs.**
- Produced and approved proposals (\$5,000 – \$100,000) for sponsorships, in-kind gifts, financial donations and volunteers.

ADDITIONAL EXPERIENCE

COUNTRYSBESTRESUMES.COM	President/ Founder	2001 – Present
WOMEN'S VENTURE FUND	Special Events/Collaborations / Grants	2003 – 2004
CHASE BROOKE & ASSOCIATES	Grant Writer	2002 – 2002
MATTHEW BENDER	Fulfillment / Inside Sales	1996 – 1997
KEYBANK	VP Admin Assistant	1994 – 1996

PROFESSIONAL AFFILIATIONS

Association of Fundraising Professionals	Women in Development
Direct Marketing Association	Young Nonprofit Professionals Network
National Association of Female Executives	Young Urban Professionals Network

EDUCATION AND ON-GOING PROFESSIONAL DEVELOPMENT

B.S., Political Science - University at Albany, Albany, NY – 1997	
Proposal and Grant Writing – The Bank Street College - 1999	
Prospect, Advanced Grant Research, The Foundation Center	2003 – 2004
The Art of Selling, GSREIA	2003 – 2004
Women & Leadership, Diversity, Work-Life, Strategic Planning - The Conference Board	2000 – 2003
Commercial Investment/Property Management, National Association of Realtors	2002 – 2003
Direct Marketing & E-Commerce – DMD Marketing	2000 – 2001
Direct Marketing for Nonprofits – Direct Marketing Association	2000 – 2001
Effective Cultivation – 7 points of Contact	2000 – 2001
Fundraising Strategies – Terry Axelrod Model	2000 – 2001
Planned Giving - Deloitte & Touche, Training and Consultation	1999 – 1999
Fundraising, Prospecting, Point of Entry (POE) - Association of Fundraising Professionals	1997 – 2000
Leadership Training and Public Speaking Seminars/Workshops - Dale Carnegie	1998 – 1999