
FUNDRAISING AND COMMUNICATIONS STRATEGIST

High-performing fundraising professional with evidence of progressive achievement and the ability to develop strategic initiatives toward accomplishing development goals. Creative problem solver with contagious enthusiasm and a record of building collaborative relationships with donors, media, board affiliates, staff, and community members. Key contributor to strategic business planning, consistently decreasing operational costs while increasing brand awareness. Dynamic organizational spokesperson with proven presentation skills and a passion for creating positive change while working with others.

Career successes in:

- Comprehensive Fundraising Strategies
 - Capital Campaigns
 - Team Building and Leadership
 - Grant Writing and Donor Cultivation
 - Strategic Alliances and Public Relations
 - Volunteer and Event Management
 - Development and Implementation of Strategic Plans
 - Budget Creation and Financial Management
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PROFESSIONAL EXPERIENCE

PLANNED PARENTHOOD OF EAST CENTRAL IOWA, Cedar Rapids, IA

2007-Present

Director of Development and Communications

Senior management team member directing fundraising, communications and public affairs for this non-profit organization focused on providing health care services, education and advocacy.

Accountable for annual department revenue and expense budgets of \$211,060 in fundraising revenue, \$40,000 in grant revenue, and \$60,000 in advertising expense. Executes donor and board member cultivation using face-to-face, direct mail, technology and special event communication tactics. Contributes to executive-level vision, strategy, and leadership while supervising department staff, interns, and volunteers.

Fundraising Results:

- Increased comprehensive fundraising revenue by 29% in the midst of a local natural disaster and national economic crisis.
- Designed and implemented a deliberate fundraising plan resulting in a donor retention rate of 32% and a donor acquisition rate of 26%.
- Scrutinized long-standing, semi-annual donor newsletter production cost compared to donation history, resulting in an overhaul of the communications tool and moving the initiative from a 1% net loss to a 40% net gain.
- Increased revenue of annual cancer screening phonathon and year-end direct mail campaign, 59% and 36% respectively, by examining practices and redesigning each fundraising vehicle.

Organizational Achievements:

- Played key role in the opening of health centers in Monticello and Dubuque, from strategic decision making to raising funds to support operations through individual gifts and foundation grants.
- Continue to implement an unprecedented number of sponsorship events, in the history of the organization, to increase positive and consistent visibility to its target audiences.
- Serve as primary spokesperson with local, regional and national, print, radio and television outlets and with successfully pitching story ideas and excellent responsiveness to reporters, was able to secure published media interviews with U.S. News & World Report, Huffington Post, CNN.com and The Associated Press.
- Successfully counteracts misinformation from opponents by using crisis communication best practices and proactive strategies through traditional media and grassroots mobilization.
- Serve as liaison between PPECI Board of Directors and the agency's 501(c)4 legislative arm, Advocates for Progress, and the President & CEO.

THE ARC OF EAST CENTRAL IOWA, Cedar Rapids, IA 2004-2007

Resource Development and Communications Manager, 2005-2007

Resource Development and Communications Coordinator, 2004-2005

Advanced quickly to core management team for this non-profit organization focused on improving the quality of life for those affected by cognitive disabilities.

Managed critical areas of operations including fundraising, marketing and public relations programs and budgets. Designed and implemented comprehensive resource development program. Implemented high-profile events, multiple annual grants, and marketed agency programs and services to media and community using strategic marketing tactics.

Fundraising Results:

- Successfully managed a \$700,000 capital improvement campaign requiring intense coordination, financial management and community awareness.
- Increased revenue by 40% for annual signature event. Secured corporate sponsors, managed more than 100 volunteers, and coordinated media coverage, attracting more than 700 attendees.
- Replaced a stagnant annual fundraising raffle with two awareness-building luncheons, capturing more than \$20,000 in new donations and broadening the annual donor base.
- Replaced annual Buddy Walk with highly successful Arc March, designed a new logo, and moved the event to more strategic date, dramatically increasing participation and awareness for the organization.

Organizational Achievements:

- Energized print and electronic marketing collateral through a comprehensive redesign, projecting a contemporary, professional image and increasing brand credibility.
- Successfully raised funds through grant writing from on-going opportunities and identifying new grant prospects, using key identifying indicators, methods of data collection, and measurable program outcomes.
- Increased modes of communication to key audiences by developing strategic partnerships and implementing high profile technology tactics.
- Dramatically reduced printing expenses by 50% by partnering with a non-profit printer, increasing the funds available for other marketing initiatives.

EDUCATION AND TRAINING

MOUNT MERCY COLLEGE, Cedar Rapids, IA 2003-2005

Bachelor of Arts in Communication, Public Relations emphasis

- Graduated Magna Cum Laude
- Received the Sister Mary Agnes Hennessy Communications Award for outstanding contributions to the communication arts
- Recipient of the Student Development Leadership Award for outstanding leadership qualities and an exemplary attitude.

KIRKWOOD COMMUNITY COLLEGE, Cedar Rapids, IA 2001-2003

Liberal Arts

- Social Science Outstanding Student Award
- Phi Theta Kappa Honor Society Member
- Alpha Eta Rho Outstanding Member

Technology Summary:

Proficient in Microsoft Word, Excel, Access, PowerPoint, Publisher, and FrontPage, as well as DonorPerfect and Social Media Platforms. Working knowledge of Adobe GoLive, Illustrator, InDesign, and PageMaker.

COMMUNITY INVOLVEMENT

Association for Fundraising Professionals Eastern Iowa Chapter, Board of Director/VP of Communications
Cedar Rapids Public Relations Society of America, Member

St. Luke's Hospital Center for Women's and Children's Health, Patient and Family Advisory Council Member

Fifteen in 5 Linn County Early Childhood Initiative, Marketing Committee Member

Leadership for Five Seasons, Community Trustee