

## Profile

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**Mission Branding** Profiling the personal testimonies from donors, volunteers, consumers, and community partners. Establishing online presence through e-newsletters, FaceBook fan pages and Cause pages, blogging, Twitter, and websites. Using diverse media outlets to promote mission. Design agency tagline, 30 seconds elevator speech, and train speaker's bureau for community presentations. Designing agency newsletters, flyers, giving cards, and direct mail appeals.

**Donor Cultivation** Utilizing constituent management software to record donations/pledges, donor relationships and engagement; provide campaign reports; and identify LYBNTs/SYBNTs. Implement MOVES management to upgrade donations. Defining major donors and creating targeted appeals. Designing donor stewardship procedures. Educating board members and volunteers to actively participate in fundraising initiatives and giving solicitations. Providing donors various giving options including direct mail, online giving, and donating stock, and planned giving. Past board member of Association of Fundraising Professionals.

**Grants Management** Designing grant applications and award procedures; research methods for RFPs; nurturing foundation relationships; writing grant proposals for operational and project support; seeking funding from family, community, and private foundations; designing outcome measurements for grant reporting; creating organizational procedures for grants management; completed the Grantsmanship Center's Grantsmanship Training Program.

**Technical Skills** Microsoft Office Donor Perfect GiftMaker Exceed GiftWorks Mambo WordPress Blogger Constant Contact Google Analytics FaceBook Page/Group/Causes Twitter LinkedIn Reddit Digg FourSquare Twitalizer Analytical/benchmarking tools

### Education

**Communication, BA**  
Lenior Rhyne University  
1993 - 1997

**Strategic Leadership, MS**  
Graduate degree work  
Mountain State University  
2007 - 2009

### Awards

**Outstanding Woman of the Year**  
Cat. Co. League of Women Voters  
2008

**Friday Fellowship Finalist**  
**for Human Relations**  
Wildacre's Leadership Program  
2008

**Top 20 Leaders under 40**  
**Professional Leaders in Cat. Co.**  
Catawba County Chamber  
of Commerce  
2009

### Associations

**Member, NTEN**  
(Nonprofit Technology Network)  
2009 - Present

**Member,**  
**National Storytelling Network**  
2010 - Present

**Committee Chair , City of Hickory**  
**Community Relations Council**  
2005 - 2010 ; Member 2007 -  
2008

**Board Member,**  
**NC Women United**  
2003; **Member** 2004 - Present

## Experience

**Social Media Consultant**                      Council on Adolescents of Cat. Co.                      Hickory, NC 2009 - 2010

Hired to enhance COA's annual giving campaign, donor stewardship, and marketing ; focusing on social media. See COA Six-Month report attachment for outcomes and measurements.

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**Executive Director**                                      Women's Resource Center                                      Hickory, NC 1997–2009

WRC's annual budget was \$100,000. Raised over \$90,000 in new grant awards during tenure. Managed annual Spring Gala Fundraising Dinner raising over \$26,000 annually. Established fundraising process (upgrading current donors, renewing support from past donors, and seeking out new donors). Designed major donor stewardship program. Increased individual fundraising by 30%. Enabled online giving through website, e-newsletters, FaceBook Cause page, and other online agency profile pages increasing donations by 5%. Implemented a software program to track individual donors/donations, volunteer service, event/program management, and in-kind donations. Within a year, over 3,000 records with multiple year donation history and overall giving increased by 25% during tenure. Collaborated with two nonprofits and coffee shop for month long silent art auction raising \$8,000 annually. Recruited 30 volunteers/interns logging over 1,300 hours per year (in-kind donation of \$21,000). Sent monthly e-newsletters to 2,000 email addresses . Created WRC Blog, designed Twitter profile with over 100 people following, designed FaceBook Fan Page with over 200 fans, and created FaceBook Cause Page raising \$600.

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**Director of**    ALFA    Hickory, NC 2000 - 2002  
**Community Relations**

ALFA's annual budget was \$500,000. Responsible for fundraising, marketing, and volunteer efforts in 4 county area. Created procedures for donor stewardship, processing donations, and managing designated gifts. Increased individual giving by 14%. Transferred various Excel spreadsheet data spanning over 3 years to a fundraising software program; creating 4,000+ records. ALFA could segment/report donation histories for the first time in 25 years. Designed quarterly newsletter for 1000+ households; increased donation by 5% by including giving envelope in newsletters. Enhanced ALFA's professional image by designing all print media in PageMaker instead of MS Publisher. Expanded the list of news outlets receiving ALFA's press releases. Started mass email communication . Managed flagship fundraiser Dining for Friends (volunteer committee, silent auction, community parties, marketing, sponsorship acquisition, and finale); raising over \$65,000. Coordinated 242 Winter Gala for Major Donors (sponsorship acquisition, invitation printing/bulk mailing, and attendee tracking) raising over \$17,000.

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**Development Associate**                                      Planned Parenthood                                      Charlotte, NC 1999- 2000

Processed all annual giving donations for Asheville, Charlotte, Winston-Salem, and Greensboro NC. Increased annual donations by 8% through targeted mailing appeals for current donors and a four part past donor renewal campaign. Managed new silent auction fund raiser in Greensboro raising \$10,000. Increased agency awareness through booths at major festivals and music concerts. managed fairs/festival. Fostered education and advocacy as a facilitator for FOCUS on AIDS Education Program (traveling teen drama troupe providing HIV awareness education for all middle school students in Mecklenburg County). Learned to use fundraising software to track donor profile information and gifts pledges received, create segment donor reports including identifying lapsed donors and tracking donations raised per campaign.