

DEVELOPMENT MANAGER

Experience

Development Manager

November 2006 to Current Company Name i¼ City , State

- Manage annual Walk For Wishes which exceeded revenue goal of \$440,000 in FY15 and is expected to raise close to \$470,000.
- Assisted with securing and renewing more than \$140,000 Walk For Wishes event sponsors over a goal of \$120,000 for FY15.
- Introduced the company pyramid online fundraising platform into our Walk team efforts and increased one team's goal from \$14,000 to more than \$32,000.
- Implement the team structure for our lead sponsor Planet Fitness which allowed them to raise more than \$29,000 and created a place for them in our pre-Walk w Develop budget for specific development projects each fiscal year based on actual revenue and expenses from the previous year, and track monthly progress.
- Collaborated with Erin Ehlers, Sr Manager National Events and Brand Campaigns to implement "best practices" including free registration and a modified version of the Walk Day Experience.
- Led the Wish Ball, Detroit live auction committee which exceeded its revenue goal of \$75,000 to just under \$100,000 in its first year. â—| Created talking points for auctioneer. â—| Worked with committee to secure attractive packages for audience. â—| Identified compelling wish stories to "lead" each package. â—| Followed through on each package for proper tracking in Raiser's Edge, acknowledgments for purchasers and in-kind donors, and implementation of each package.
- Maintain our Kids For Wish Kids and Third Party Events fundraising programs by implementing "best practices" provided by our national office. â—| Worked closely with external events on BBB language and guidance. â—| Review collateral and provide feedback to ensure materials reflect Make-A-Wish Michigan brand guidelines. â—| Tactfully declined event proposals that did not meet our standards. â—| Implemented new internal guidelines for license agreements to ensure proper documentation for audit purposes. â—| Continue to foster growth of online fundraising for these programs and led the team through the transition to Luminate Online.

Marketing Manager

May 2004 to October 2006 Company Name i¼ City , State

- Arranged all event logistics including securing contracts with vendors, facilities, parks and rec and police.
- Attended all events to direct event day activities, volunteers and ensure top level satisfaction of all event sponsors and vendors.
- Created all Running Fit ads, event flyers and applications using Adobe InDesign.
- Created weekly e-newsletter and e-mail list of runners, which has grown from 1,500 to more than 10,000.
- Increased event participation in the following events; Martian Marathon & Half Marathon by 31% from 2004 to 2005, 70% from 2005 to 2006; The Legend trail run by 17% from 2003 to 2004 and by 35% from 2004 to 2005; Dances with Dirt Ultra Marathon by 36% from 2004 to 2005.
- Prior to my employment Running Fit was losing an estimated 50% of all their co-op advertising funds due to inactivity and improper submissions. At the time of my departure, Running Fit was using 100% of all available co-op advertising dollars.
- Running Fit created two new events under my direction The Flirt with Dirt 5 & 10K trail run and the Super 5K run. Both events exceeded our goal of having more than 300 finishers and have become annual events.

Public Relations & Marketing Intern

September 2003 to June 2004 Company Name i¼ City , State

- Worked closely with Pfizer to ensure sponsor recognition for the exhibit "Microbes: Invisible Aliens Amazing Allies" which was made possible through a grant funded by Pfizer.
- Wrote press releases, inaugural internal newsletter and copy for Web site. Revised the Museum's media kit, media list and membership letters.
- Collaborated with the graphics, development, outreach, education and scouts departments on a variety of projects including event planning, phone surveys, research, demonstrations and ticket give-a-ways to local children's organizations.
- Teamed with outside organizations to plan, promote and implement programs and events such as the 2004 Ann Arbor Family Days and 2004 National Volunteer Week.
- Evaluated all previous marketing efforts including media coverage in print, internet, television and radio as well as compose a detailed list of corporate and local sponsors and partnerships.

Education

Bachelor of Science : Public Relations, Marketing , 2004 Eastern Michigan University i¼ City , State , US 1999 to 2004 Eastern Michigan University Ypsilanti, MI Bachelor of Science Major in Public Relations/Minor in Marketing

Indiana University Lilly Family School of Philanthropy i¼ City , State , US August 2011 Indiana University Lilly Family School of Philanthropy Phoenix, AZ "The Principals and Techniques of Fundraising" Sponsored by Make-A-Wish America

Professional Affiliations

Teamed with outside organizations to plan, promote and implement programs and events such as the Ann Arbor Family Days and National Volunteer Week

Skills

Fundraising, Audit, Best Practices, Budget, Documentation, Its, Progress, Proposals, Marketing, Public Relations, Adobe Indesign, Ads, Advertising, Contracts, Finishers, Indesign, Logistics, Satisfaction, Event Planning, Excel, Microsoft Word, Outlook, Powerpoint, Publisher, Training, Word