

JENNIFER CAMPBELL

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Summary of Qualifications

- Over a decade of experience in donor relations, including event planning, stewardship, targeted outreach, engagement, and cultivation
- Extensive experience in program development, database management, budgeting and financial reporting, and administration (including overseeing the execution of day-to-day work, and project and team management)
- Proven success working with marketing and communications on development, design, and production of print and digital marketing materials, event and outreach collateral, and donor acknowledgments, including thank you videos and donor holiday greetings
- Excellent writing, communication, planning, and organizational skills; self-motivated, energetic, professional demeanor, and demonstrated abilities in collaboration and leadership
- Proficient in Microsoft Office applications, and Advance and Raiser's Edge donor database; experience with Creative Cloud Suite including Adobe, InDesign, Illustrator, and Photoshop

Relevant Experience

- **Outreach and Events Manager** January 2017—Present
Western Resource Advocates

OUTREACH & EVENTS | DONOR STEWARDSHIP

- Plan and execute all events and engagement for major donors, partners, and prospects, including all event logistics, vendor contracts, marketing, budget and reporting sponsorship management
- Coordinate donor acknowledgments and gift receipts; manage donor communications and outreach

CORPORATE PARTNER MANAGEMENT

- Act as primary liaison to regional corporate partners; provide presentations, collateral, and planning support for all fundraising campaigns
- Draft and design content for corporate partnership work plans, final reports, and other deliverables
- Track, record, and report funds raised from campaign specific activities

DATABASE MANAGEMENT & BUDGET RECONCILIATION

- Process gift entry in Raiser's Edge; reconcile quarterly to ensure accurate records
- Create policies and procedures for database clean up and maintenance; create, update, and maintain accurate constituent records
- Update campaigns, funds, appeals, table entries, and coding for accuracy, consistency, and reporting
- Upload and record grant proposals, agreements, reports, and disbursement schedules

GRAPHIC DESIGN & DIGITAL ENGAGEMENT

- Design and produce all collateral for donor events and outreach, fundraising campaigns and appeals, corporate partners, and digital engagement
- Collaborate with communications team and organizational leadership on planning and execution of digital fundraising campaigns

- **Associate Director of Donor Relations** July 2015— January 2017
University of Colorado Boulder

DONOR RELATIONS | MANAGEMENT & ADMINISTRATION

- Developed and established five-year strategic plan for campus-wide donor engagement and stewardship; coordinated all major donor stewardship efforts, targeted outreach, education, and engagement

- Managed daily operations, supervised staff, assigned projects, and maintained positive work environment
- Provided programmatic support to all advancement teams to facilitate chancellor-donor outreach
- Served as Vice Chair on regional outreach program committee; participated in cross-campus principle gifts pipeline strategy committee for major donor stewardship

EVENT & MEETING PLANNING

- Developed, planned, and executed all Chancellor-level major donor outreach and engagement events, including regional events
- Coordinated with President, Chancellor, and leadership to cultivate and steward targeted donors; Partnered directly with other divisions to organize, execute, and staff outreach events
- Created all event and meeting programming and content; coordinated speakers, entertainment, and presentations; established event branding and directed development, design, and production of collateral materials
- Coordinated and managed all program related schedules, budgets, and event related reports; created and managed online registration, attendee outreach, and on-site registration and logistics

• Senior Events Program Manager

July 2013–July 2015

University of Colorado Boulder | Donor Relations

EVENT & MEETING PLANNING | DONOR STEWARDSHIP

- Planned and executed multi-day educational series for corporate and individual donor cultivation
- Organized, managed, and executed event logistics and post-event evaluations; finalized event and financial reporting
- Managed the design, production, and distribution of collateral materials, including invitations
- Collaborated with external partners, donors, alumni, and campus programs to develop donor outreach
- Managed the Office of Advancement football ticket distribution on behalf of the Chancellor; supported on-site game-day distribution of tickets; staffed pre-game

• Events Program Manager | Administrative Assistant

February 2005–July 2013

University of Colorado Boulder | Donor Relations & Biotechnology

University of Colorado Foundation | Office of the Chancellor

EVENT & MEETING PLANNING | DONOR STEWARDSHIP

- Planned and executed eight annual events and meetings on behalf of the Office of the Chancellor
- Collaborated with university and external constituents to identify event and meeting goals
- Maintained donor database; updated notes and strategic plans; created contact reports and tasks
- Supported gift processing; researched and resolved discrepancies in donations and fund transfers
- Assisted in identifying, cultivating, soliciting, and stewarding donors and donor prospects

Education

University of Denver

Enrolled - Full Stack Web Development 2019

Boulder Digital Arts

Graphic Design Certification 2017

University of Colorado Boulder

Speech Language Pathology Prep Program 2011

University of Colorado at Colorado Springs

Bachelor of Arts in Psychology 2008