

ALEX KLAUSING

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EXECUTIVE SUMMARY

Senior non-profit and outdoor programs professional with ten years of experience. Prior accountability for \$1.1 million in income, raised over \$500K, organized 50+ small to mid-size events, and chief recruiter for 250 seasonal personnel. Proven record of success in all functions of non-profit operations, including fundraising, volunteer recruitment, and board engagement.

Competencies: Volunteer and Staff Recruitment, Membership Development, Nonprofit Governance, Project Management, Event Planning, Problem Solving, Budgeting, Strategic Planning, Purchasing. Software: Microsoft Office 365: OneNote, Word, Excel, Access, Forms, OneDrive; Microsoft Visual Basic; Google: Drive, Docs, Sheets, and Forms; MailChimp, Blackbaud CRM, BlackPug Registration, Square Point of Sale Systems, WorkBright.

EMPLOYMENT HISTORY

Program Director - Three Fires Council

Boy Scouts of America: St. Charles, IL. May 19-Jun 20

Supported executive board and subcommittee volunteers in all aspects of program delivery, including camping, activities, training, properties, and enterprise risk management for 14,000 registered youth members and 5,000 adult volunteers across five counties in northern Illinois. Accountable for \$1.1 million income from year-round activities, summer camp operations, and property management for two camps totaling 575 acres.

- Salvaged over \$200,000 in income by developing a COVID-19 summer camp plan that exceeded state guidelines enabling over 530 teens to have a weeklong camp experience.
- Beat strategic plan expectations by 5% or \$17,886 for activities and training, grossing \$376,070.
- Outperformed best year in the past three by 9% or 434 visitors with 5,250 total customers at two camp properties in 2019.
- Saved \$17,564 or 8.4% on property management budgets in 2019.
- Achieved accredited status for all day camps (8) and residential summer camps (2).
- Conceptualized and lead the creation of a home-based camp program which generated 300 sales in four weeks.
- Organized two sold-out new member program events attracting over 800 participants.
- Developed multiple Microsoft Access databases utilizing Visual Basic, SQL, and Office365 automation to support staff hiring, purchasing, and budget tracking in this and previous roles.

District Director - Three Fires Council

Boy Scouts of America: St. Charles, IL. Oct 18-May 19

Worked through a volunteer committee to carry out operational functions, including membership, fundraising, and program within assigned territory. Served as the direct manager for an entry-level executive in a neighboring district. The combined areas served 2,365 youth participants.

- Received 2019 “Top 100 Executive” recognition from Scouting’s central region for membership growth.
- Achieved attendance record of 1,535 Scouts at the largest single-day merit badge event in the BSA, grossing over \$70,000.
- Increased camp attendance by 25% over the prior year through targeted promotional strategies.

Associate Director of Program - Northern Tier High Adventure**Boy Scouts of America: Ely, MN. Dec 17-Oct 18**

Provided leadership to seasonal staff recruitment, hiring, and training functions for over 250 personnel annually, which supported the program for 7,570 participants in 2018. Directly accountable for \$1 million in budgeted expenses. Served as the purchasing agent for all non-retail equipment. Additional assignments included individual programs, conferences, and outreach initiatives.

- Secured 44 staff members mid-season to support customers displaced by wildfires redirected to our location by coordinating transportation from a BSA property in New Mexico and their home destination at the season's conclusion.
- Generated over 100 new staff leads by capturing data at job fairs and recruiting events in Minnesota and surrounding states.

Training Director - Lincoln Heritage Council**Boy Scouts of America: Louisville, KY. Dec 16-Nov 17**

Responsible for advanced leadership training, Cub Scout (youth 7-10 years of age) day camps, and the STEM Scouts pilot program.

- Increased day camp attendance by 13.2% compared to the prior year (1,305 campers total).
- Posted surplus of \$26,171 for FY17 (total income of \$114,175) in directly managed budgets through August.
- Increased advanced training attendance over the prior year by 2.25% (136 participants total)

District Executive / Sr. District Executive**Lincoln Heritage Council, Boy Scouts of America: Louisville, KY. Dec 10-Dec 16**

Carried out operational functions of membership sales, fundraising, and program delivery by working through a volunteer committee averaging 41 members, supporting an average of 1954 registered youth. Lead camp operations, including hiring, training, and managing all staff for a camp that served over 3,000 youth and adult participants per summer over six one-week sessions. The camp operated on an annual income of over \$500,000 and averaged a staff of 80. BSA Nationally Accreditation camp.

- Raised \$452,000 in combined net revenue from product sales and fundraising campaigns.
- Increased product sale revenue by 13% in the first year through volunteer engagement.
- Established 12 new Scouting programs through the utilization of the BSA sales model.
- Increased member retention by 7% from 2010-2015.
- Returned \$22,400 over three years to operating fund through sound management of camp salaries.
- Reached email open rates averaging 25% by adopting and utilizing an email distribution service.

EDUCATION**B.S. Recreation and Leisure Services – Outdoor Recreation Concentration**

Murray State University, Murray, KY.