

Denise L. Kruse

Work Experience

Executive Director, Megan S. Ott Foundation

Noblesville, Indiana, July 2018 – May 2019

- Increased annual fundraising revenue by 45% while overseeing all foundation aspects and establishing best practices as the organization's initial employee.
- Developed major gifts program to include identification, cultivation, solicitation, and stewardship of individual prospects and corporate donors.
- Established annual fund program, including mailings and annual fundraising drives.
- Met prospective donors, volunteers, and other supporters and established effective communications.
- Conducted grant seeking research, proposal writing, and reporting requirements.

Director of Sponsorship, Conner Prairie

Fishers, Indiana, March 2016 – April 2018

- Achieved progress of 90% in sponsorship sales and commitments toward annual revenue goal in first quarter.
- Maintained 16.5% average annual growth in sponsorship revenue year-to-date (industry average is <10%).
- Managed activation and deliverables with internal teams including marketing, guest services, and programs.
- Worked closely with Board of Directors and development committee to facilitate introductions with prospects, manage relationships, follow-up on requests, and deliver solicitations when appropriate.

Associate Director, Alzheimer's Association Greater Indiana Chapter

Indianapolis, Indiana, October 2014 – March 2016

- Exceeded event revenue goals by an average of 14% and grew corporate sponsorship sales by 48%.
- Responsible for planning annual fundraising events and meeting revenue goals exceeding \$320,000.
- Developed relationships with donors, volunteers, corporate sponsors, and business leaders to increase awareness and funding.

Development Specialist, Alzheimer's Association Greater Indiana Chapter

Indianapolis, Indiana, May 2013 – October 2014

- Grew corporate sponsorship commitments by 34%.
- Responsible for mass market fundraising goals exceeding \$240,000 annually and achieved results averaging 88% of overall goals for five events (statewide average is 84%).
- Provided excellent customer service to all constituents and maintained above-average retention rates.

Property Manager, Flaherty & Collins Properties

Indianapolis, Indiana, March 2012 – May 2013

- Maintained efficient occupancy and operations of two properties with a total of 284 apartment homes.
- Managed 5 employees and worked closely with other property managers within the company.
- Maintained an extensive knowledge of market area and competitor communities.

Executive Assistant/Assistant Property Manager, Hokanson Companies, Inc.

Indianapolis, Indiana, December 2010 – March 2012

- Prepared annual and five-year budgets for multiple properties and owner portfolios.
- Distributed requests for bids and collected vendor proposals for more than 100 properties.
- Collected rent payments and provided resolutions for accounting issues.

Move-In Coordinator, Mirador, an SQLC and Greystone Community

Corpus Christi, Texas, March 2010 – November 2010

- Met with all future residents in personal appointments to review apartment details, assist in interior selections, prepare upgrade requests, and collect payments for upgrades totaling \$100,000.
- Held sales and depositor retention appointments to maintain above 80% covenant requirements for presold apartments with entry fees totaling \$3,000,000.
- Utilized REPS lead database software to track all activities and contacts for reporting purposes.

Operations Associate, Edgemere, an SQLC and Greystone Community

Dallas, Texas, October 2007 – March 2010

- Assisted as needed in marketing department including personal tours for potential residents.
- Established new, innovative services for residents for all levels of care.
- Provided support and served on field-specific task forces such as plant operations to share best practices across nationwide sister communities.
- Assisted on special projects ranging from choosing a new purchasing system to developing new HR policies.
- Managed calendar appointments, coordinated travel schedules, attended Board meetings and kept diligent record of minutes, handled confidential information, and other administrative duties.

Education and Academic Honors

Ball State University, Muncie, Indiana

Bachelor of Science

- Major: Business Administration
- Minors: Sociology, Wellness and Gerontology

Community and Philanthropic Involvement

Alzheimer's Association

- Participated in fundraising and served on planning committee for Blondes vs Brunettes from 2011-2015
- Participate in fundraising for Walk to End Alzheimer's, September 2004 – Present

OneZone Chamber of Commerce

- Young Professionals Board Member, March 2017 – December 2019

Rotary International

- Member, January 2019 - Present