

WILLIAM MOONEY SLONEKER

New York, NY | wmsloneker@gmail.com | (513) 722-5025

Marketing and fundraising professional with experience improving operations and online presences for nonprofits. Seeking new challenges and greater responsibility in direct response fundraising or digital marketing, with a preference for work at progressive nonprofits or marketing agencies.

PROFESSIONAL EXPERIENCE

CATHOLIC CHARITIES OF NEW YORK | NEW YORK, NY | JAN. 2017 - PRESENT

PROGRAM OFFICER, DIRECT RESPONSE FUNDRAISING | JUN. 2018 - PRESENT

- Manage direct mail, email, and digital fundraising programs, raising \$1.4 million+ annually
- Co-lead coordination and special projects between development and marketing departments
- Contribute to rapid response communications following disasters and immigration crises
- Analyze fundraising performance; prepare and present quarterly reports for Board of Trustees
- Maintain membership for 100+ person Cardinal's Committee for Charity giving society

ANNUAL GIVING & STEWARDSHIP COORDINATOR | JAN. 2017 - MAY 2018

- Ensured timely, accurate, and tailored acknowledgement for up to 5,000+ gifts per month
- Oversaw rollout of first digital/mobile fundraising efforts and first low-end stewardship plan

MLK COMMUNITY CENTER | NEWPORT, RI | DEVELOPMENT ASSOCIATE | OCT. 2014 - MAY 2016

- Coordinated annual fund appeals to 3,000+ recipients, raising \$125,000+ annually
- Organized marketing, sponsorship, and logistics for 400-guest banquet, raising \$140,000+
- Recruited, trained, and supervised interns, volunteers, and new staff for department

JAMES L. MAHER CENTER | NEWPORT, RI | DEVELOPMENT COORDINATOR | APR. 2014 - OCT. 2014

- Coordinated all aspects of grant writing, event planning, direct fundraising, and stewardship

COLLEGE POSSIBLE | MILWAUKEE, WI | AMERICORPS COLLEGE COACH | AUG. 2012 - AUG. 2013

- Served as "near-peer" counselor for 200 college students and 40 matriculating seniors

EDUCATION

COLUMBIA UNIVERSITY | NEW YORK, NY | M.S. NONPROFIT MANAGEMENT | SEP. 2016 - AUG. 2018

- GPA: 3.9, President of the Nonprofit Management Student Association (2017)

BOSTON COLLEGE | CHESTNUT HILL, MA | B.A. POLITICAL SCIENCE | SEP. 2008 - MAY 2012

- GPA: 3.6, *cum laude*, Honors Program Graduate, Dean's List, Photography Minor

SKILLS & KNOWLEDGE

FUNDRAISING & MARKETING

Direct Mail, Online Giving, Email Marketing, Social Media, Search Engine Marketing, Display Advertising, Data Analysis, Stewardship, Event Planning, Volunteer Management

TECHNOLOGY

- Web Development: JavaScript, jQuery, node.js, HTML, CSS, MySQL, API's
- (e)CRM Databases: Raiser's Edge, Luminate, Nationbuilder, Constant Contact, GiftWorks, Exceed
- Project & Content Management: Monday, Basecamp, Hootsuite, GitHub, Slack
- Creative Development: Photoshop, InDesign, Dreamweaver, Digital and Analog Photography
- Business Software: Microsoft Office, Google Suite, Google Analytics