

Augusta Plant

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Fundraising • Management • Administration • Marketing • Strategic Planning

Solution-driven *Nonprofit Development Professional* with 19 years' experience including nonprofit donor cultivation, solicitation, and stewardship for recognized not-for-profit organizations, as well as business development and recruitment on behalf of Fortune 100 corporations. Full range of analytical and communications skills with broad revenue enhancement and operational efficiency experience. In-depth understanding of mutually beneficial community-based partnerships. Decisive problem-solver with sound ability to strategize and think clearly under pressure. Commitment to ethical fundraising strategies and principles.

Objective: To blend my growing professional and volunteer fundraising experience with my years of corporate experience into an *Annual Campaign Manager* position with the Name Withheld Center of New York.

CORE COMPETENCIES:

- Annual Fund / Direct Mail
- Major Gifts & Special Events
- Donor & Constituent Liaison
- Annual Report Publication
- Corporate Sponsorship
- Silent Auction Leadership
- Collateral Materials
- Project Management
- Board & Community Leader Relations
- Volunteer Recruitment & Management
- Budgets & Action Planning
- Networking & Relationship Building

NONPROFIT FUNDRAISING EXPERIENCE

INTERIM DEVELOPMENT MANAGER2004-present
Name Withheld Club, New York, NY

Recruited to revitalize development efforts and work with Executive Director, Board of Directors, external fundraising consultant, and internal staff to achieve notable revenue increases and capacity improvements through direct mail and special events projects. Key staff liaison to Board and staff leader for ancillary volunteer fundraising committees charged with overseeing workplace, faith-based, civic, and social club fundraising campaigns.

Considerable focus on Fall 2005 gala, including leadership of key volunteers and Board members in targeting individual and corporate sponsorships ranging from \$5,000 to \$50,000. Event communications and administration including budgets and updates, research, and individual and corporate sponsor identification and solicitation. Designed and implemented incentive program for corporate and major donor table buyers. Recruited and served as in-house contact for event honorees and VIPs including Mayor Name Omitted and NBA star Name Omitted, as well as representatives from The Name Omitted Foundation and The Name Omitted Endowment.

Key Accomplishments

- Collaborative leadership of Fall 2005 Gala, achieving \$285,000 in gross revenues and exceeding forecast revenues by 20%. Earned income of \$11,000 from exclusive silent auction design and new acquisition and renewed commitments from current and past individual and corporate donors. Project included comprehensive administrative and fiscal leadership of 28 volunteers including eight gala committee members and 20 event volunteers. Scope of work included planning, ramp up, implementation, and post-event follow up.
- Authored and oversaw mailing of Fall Appeal letter, exceeding forecast revenues by 50% and reaching current and lapsed donors from past five years. Helped increase Spring Appeal revenues by 25% from previous year, brokering 1,500 piece mailing.
- Brokered 2004 Annual Report mailing to corporate, foundation, and major donors.
- Coordinated efforts with in-house database manager, mail house vendor, and external grant writer to publish Executive Director's Year in Review Letter.
- Developed targeted collateral materials designed to appeal to diverse constituencies, including gala invitations and program.

CO-CHAIR, FUNDRAISING COMMITTEE.....2003-present

Third Avenue Elementary School PTA, New York, NY

- Improved appeal letter effectiveness by 200%, increasing revenue stream from \$8,000 to over \$24,000 within one year and yielding 89% greater donor participation – from 18% to 34%.
- Led mission statement redefinition initiative to broaden appeal and improve relevance to the Third Avenue Elementary School PTA community.

CHAIR, HIGH SCHOOL PARENT COUNCIL.....1999-2003

Regis High School, New York, NY

Collaborated with two in-house staff: communications manager and development associate

- Outperformed fundraising forecast by 200% within one year – from \$10,000 to \$30,000 – by expanding live and silent auctions to raise funds for new programs and scholarships.
- Identified and solicited untapped volunteer and donor resources from within parent body, building capacity and improving member morale and participation.
- Created and implemented volunteer committee structure for new Parent Council, totaling 20 invested members on behalf of 100 students and resulting in dramatically increased parent interest and participation.

LOCAL CHAPTER FUNDRAISING MANAGER.....1983-1986

Name Withheld Foundation, New York, NY

Key staff member managing first ABC/Name Withheld Jewelers National Walk-a-Thon. Event raised \$1 million and took place in 35 locations over the course of one month. Worked with smaller U.S. chapters to help devise and implement improved fundraising practices and events. Trained local volunteers to efficiently plan and manage events. Helped organize events, raising upwards of \$50,000. *Managed one direct report.*

ADDITIONAL NONPROFIT EXPERIENCE

Broad-ranging commitment to New York/Manhattan nonprofit leadership since 2001

- Secretary/Member, Board of Directors, Volunteer Center of NY, 2004-present
- Member, Training & Development Committee, Junior League of New York, 2002-present
- Chair/Board Member, Program Committee (Emeritus since 2004), Coalition of New York City School Parents, 2000-2004

CORPORATE EXPERIENCE

In-depth recruiting on behalf of Fortune 100 companies for two of the world’s leading executive search firms

- Senior Recruiter, Global Media, Entertainment and New Media Practice, Name Omitted Executive Search (a division of Omitted), New York, NY, 1995-1999
- Executive Search Consultant, New York, NY, 1986-1993

EDUCATION & PROFILE

One year completion of MSW degree
Columbia University, New York, NY

B.S., International Relations
Smith College, Northampton, MA

Association of Fundraising Professionals
New York Chapter
Development Executives Roundtable