

Jennifer R. Stanley

PROFILE: **EXPERIENCE:** Senior level professional in development who has managed all aspects of campaigns, cultivations, solicitations, and stewardship.

LEADERSHIP: Team builder who establishes a shared vision among all stakeholders from senior leadership to volunteers, connecting individuals to support .

- Major & Principal Gifts
- Gift Solicitation
- Donor Engagement/Recognition
- DEI focused fundraising
- Capital Campaigns
- Staff/Volunteer Management
- Strategy & Planning
- Board Development
- Budget & Financial Reports

EXPERIENCE: **SAN DIEGO STATE UNIVERSITY** San Diego, California 2018-present

SENIOR DIRECTOR OF DEVELOPMENT, STUDENT AFFAIRS & CAMPUS DIVERSITY

Development: Innovative and strategic fundraising professional with 19 years of experience in development. Develop, cultivate and strengthen relationships for parents, alumni, corporations, foundations and community members through meaningful opportunities to connect with SDSU while augmenting fundraising efforts for diversity, equity, inclusion and experiential learning opportunities resulting in student success.

- Secured \$20M+ in foundational support through collaboration with the Vice President, Student Affairs & Campus Diversity through June 2023.
- Highly skilled in securing principal and major gift fundraising, planned giving, and volunteer management.
- Responsible for identifying, cultivating, soliciting and stewarding individuals, corporations and foundations for gifts of \$50K+
- Developed annual and long-term development plans and goals specific to Student Affairs & Campus Diversity.
- Work collaboratively with campus partners and development colleagues to provide stewardship for parent and cross-campus donors.
- Coordinate activities for top priorities and emerging initiatives to help move constituents toward major gift priorities for Student Affairs & Campus Diversity.
- Coordinate with central development programs including prospect management, research, planned giving, corporate and foundation relations, donor relations and annual giving.
- Oversee and implement comprehensive annual campaign for parents and families of 37,000 current students
- Oversee the preparation of written development support materials.
- Support and guidance for Annual Giving Solicitations.
- Since beginning in October 2018, I have secured:
 - \$29,426,837 in secured philanthropy
 - \$22.7 (78%) million in cash
 - \$13.3 million (45%) in multi-year cash commitments
 - \$9.4 million (33%) in outright cash gifts
 - \$6.6 million (22%) in bequests
 - Additional \$5 million in corporate sponsorship (non-philanthropic)

Stewardship: Develop, manage, and execute multi-level donor cultivation and stewardship events.

- Strategized and implemented outreach and cultivation activities to enhance prospect identification and move solicitation and stewardship for pipeline gifts.
- Established and maintained donor relationships with personal multi-channel outreach.
- Coordinate correspondence with parents, alumni, friends, and corporate prospects and donors, including gift acknowledgements and stewardship communications.
- Manage overall maintenance of prospect and donor working files, database records, mailing lists, and reports.

- Develop cultivation strategies for increasing and upgrading level donors.
- Develop and maintain productive working relationships with key volunteers.

Leadership: Direct management and oversight of Aztec Parents Advisory Board and five team members

- Lead fundraising efforts for centralized parent fundraising.
- Recruitment of 30 parent board members to serve as advisory to VP Student Affairs & Campus Diversity and assist with fundraising engagement opportunities.
- Strategically engage Aztec Parents Advisory Board Members Leadership Members, who hold fiduciary responsibility to allocate the Aztec Parents Fund to ensure support to enhance the student experience.
- Provide leadership and oversight to three development staff members and two development coordinators.
- Provide leadership and oversight to the Associate Director of Development - Housing who will be working to plan and implement fund raising efforts for current student campus housing needs.
- Provide leadership and oversight to the Coordinator, Student Affairs & Campus Diversity who will be providing administrative support to the Student Affairs & Campus Diversity development program.

UNIVERSITY OF CALIFORNIA SAN DIEGO La Jolla, California

2016-2018

ASSISTANT DIRECTOR OF DEVELOPMENT, PARENT AND FAMILY GIVING

Development: Developed strategic plan for Parent and Family Giving Program.

- Developed and executed international parent engagement events, accommodating 250 international parents.
- Highly skilled in principal and major gift fundraising, planned giving, and volunteer management.
- Developed strategy to engage parent donors with gifts up to \$25,000 and coordinate with colleagues of academic units and UC San Diego Health for gifts over \$25,000.
- Collaborated with Academic Units and the Office of Planned Giving to initiate major gifts of \$50,000 from parent prospects.
- Manage prospect cultivation, stewardship and relationships with university administrators and faculty leading to successful gift solicitations and 65% Parent Donor Retention Rate
- Successfully manage programmatic efforts which require partnerships across campus to maximize their effectiveness.
- Managed and maintained parent donors
- Developed marketing materials for Parent and Family Giving Program and outreach to enhance donor relations and prospects.
- Developed strategic integrated marketing plan for year round stewardship and solicitation opportunities.
- Worked collaboratively with campus partners to provide pipeline development of parent prospects and donors.
- Collaborated with The Leadership Strategy and Engagement team, Office of Alumni Affairs and Office of Athletics to engage and cultivate parents in Regional Events inclusive of Summer Send-Offs, Campaign Celebrations, and Athletic Events.

Stewardship: Developed, managed and executed multi-level donor cultivation and stewardship events.

- Strategized and implemented outreach and cultivation activities to enhance prospect identification and move solicitation and stewardship for pipeline gifts.
- Assisted in development of Parent Donor Dashboard to track current parent support.
- Established and maintained donor relationships with personal multi-channel outreach.

Leadership: Direct management and oversight of Parent Leadership Council

- Recruitment of 24 parent council members to assist with regional and international engagement and peer to peer fundraising efforts
- Strategically engage Parent Leadership Council members, who hold fiduciary responsibility to allocate the Parents Fund to ensure support to enhance the out-of- the-classroom student experience.
- Work collaboratively with campus partners, provosts and development colleagues to provide stewardship for parent donors.

DEPARTMENT HEAD OF DEVELOPMENT, COMMUNICATIONS (2013-2016)

Development: Lead full spectrum fundraising for a not-for-profit community service agency.

- Develop strategic plans for annual campaigns, capital campaigns, major gifts, and foundations. Oversight of an annual campaign team of 290 volunteers, including Board members that raised \$500,000 during one month period.
- Recruit and train volunteers for all types of fundraising.
- Analyze and leverage each volunteer’s network.
- Lead donor meetings, and solicit gifts, including capital gifts.
- Identify possible endowment donors. Generate messaging for campaign materials.
- Research, write, and administer grants.
- Consistently exceeded goals for annual campaigns.
- Built a strong donor network throughout greater San Diego County.
- Solicited major gifts up to \$1,000,000.
- Played lead roles for a capital campaign to raise \$20 million for a new building, including donor identification, donor cultivation, and gift solicitation.
- Developed marketing communications for annual and capital campaigns.

Stewardship: Promoted stewardship by developing annual plans with clear goals for touch points.

- Planned and executed events to encourage long term donor engagement.
- Develop itinerary for events, including speaker introductions and comments.
- Mentor and support volunteers in developing stewardship skills.

Leadership: Created and managed four budgets totaling \$2.5million dollars.

- Supervised a team of 65 employees, including a Marketing Assistant. Interviewed and hired new staff. Conducted annual performance reviews and determined staff raises.
- Chaired a county-wide group of colleagues that required strong leadership skills, including project management.

SENIOR CHILD CARE DIRECTOR (2007-2013)

Fundraising & Development: Supported annual campaigns, recruiting teams with as many as 30 volunteers. Solicited donations to meet campaign goals.

Managerial Duties: Supervised department operations and a staff of 40. Developed and tracked budgets. Recruited, trained, and recognized employees.

- Selected as Director of the Year for exceeding performance goals, including soliciting gifts for annual campaigns.
- Promoted from positions as Director Level 2, Director Level 1, and Childcare Coordinator (2007-2012).

DESIGNLINE INTERIORS

San Diego, California

2005-2006

ART & ACCESSORY DESIGNER

Interacted with clients (Home Builders) to present project plans. Led presentations on products and materials. Performed duties with attention to detail.

- Developed enhanced presentation skills.

EDUCATION: SAN DIEGO STATE UNIVERSITY San Diego, California

2024

MA, Postsecondary Educational Leadership and Student Affairs

LILLY FAMILY SCHOOL OF PHILANTHROPY, INDIANA UNIVERSITY

Bloomington, Indiana

Certificate: Fundraising Management

2014

Gained professional knowledge and skill in

- 4e Giving
- Developing Major Gifts

SONOMA STATE UNIVERSITY Rohnert Park, California

BA, Studio Art; minor in Art History

2005

TRAINING: YMCA Organizational Leader Certification (2011): Developed skills in staff supervision, advanced fiscal management, train-the-trainer, fundraising, planned giving, and developing major gifts

TECHNICAL SKILLS: CRM: Proprietary systems, Blackbaud CRM

Social Media: Facebook

MS Office: Excel, PowerPoint, Publisher, Word