

# Sunni J. Swarbrick

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## C O R E   Q U A L I F C A T I O N S   &   S K I L L S

Event management  
Volunteer management  
Strategic planning

Community outreach  
Organizational development  
Social media

Customer relations  
Leadership development  
Marketing communications

Fundraising  
Donor Relations  
Project Management

## E D U C A T I O N

**Drake University: Des Moines, IA**  
MPA – Executive Leadership

Graduation Date: December 2013

**University of Northern Iowa: Cedar Falls, IA**

Graduation Date: May 2009

BA-Leisure, Youth, & Human Services (LYHS): Program Services Administration, Tourism Certificate  
MAJOR GPA: 3.55/ Dean's List: 3 Semesters

## W O R K   E X P E R I E N C E

### **Associate Director**

October 2014 - Present  
West Des Moines, Iowa

Diversified Management Services

- ❖ Responsible for database management that requires a working knowledge of FileMaker Pro.
- ❖ Provides general program information to members and prospective members regarding services by phone, mail, fax, and e-mail.
- ❖ Assembles, organizes and distributes board information regarding meetings, policies and related materials.
- ❖ Assists in collection and input of written data to prepare and distribute in mailings.
- ❖ Prepares minutes and sets up and participates in conference calls.
- ❖ Responsible for the publication of directories by making changes, placing advertisements, proofing and related tasks.
- ❖ Assists with planning and coordination of educational seminars, membership meetings, conventions and trade shows.
- ❖ Helps plan agendas, arrange for speakers, plan menus, select sites and tend to other meeting needs.
- ❖ Provides general staff support for meetings and conventions.
- ❖ Assists with research, writing and layout of articles for the production of associations' newsletters.
- ❖ Contacts prospective advertisers, assists in developing new products and performs related marketing tasks.
- ❖ Maintains files and records for various client associations for which services are provided.

### **Corporate & Donor Relations Specialist**

July 2012 – October 2014  
Indianola, Iowa

Simpson College

- ❖ Responsible for organizing specific ongoing programs for annual support to Simpson College from the corporate community, including corporate campaigns and vendor contributions through personal solicitation and direct mail.
- ❖ Develop effective donor cultivation and stewardship strategies that include yearlong, highly individualized projects for top donors and prospects to assist with "moves management" program.
- ❖ Coordinate on campus volunteer opportunities with admissions, student serves and career development.
- ❖ Assist the department with special events targeted at cultivating/stewarding leadership donors.

### **Project Assistant**

October 2010 – June 2012  
Des Moines, Iowa

Community Foundation of Greater Des Moines

- ❖ Assisted director of marketing and communications with marketing and public relations updates; daily website updates, press release updates, marketing binder, managing Facebook and Twitter accounts.
- ❖ Assisted director of marketing with new website merge and update.
- ❖ Worked with staff on various projects on an as needed basis relating to marketing, research and development, project planning and coordinating, donor relations, gift acknowledgements and community related events.
- ❖ Completed gift and new fund acknowledgment letters to donors of the Community Foundation and affiliate clients. Update donor information within fund files, and fund database system.

- ❖ Responsible for daily administrative duties – opening and closing the building, scheduling/preparation for conference room meetings, processing daily check and cash deposits, processing mail, answering phone calls, greeting guests, ordering office supplies, etc.

## P R O F E S S I O N A L   E X P E R I E N C E

### **Greater Des Moines Leadership Institute**

August 2012 – May 2013

Project Panda – Steering Committee & Fundraising Co-Chair

Des Moines, Iowa

- ❖ Served on steering committee for community project in support of Amanda the Panda. Responsible for managing progress of project scope including marketing and public relations, design & construction, fundraising, budgeting, event planning, class relations and alumni relations.
- ❖ Successfully directed 48 community leaders through a fundraising campaign that exceeded our \$125,000 goal.
- ❖ Responsible for researching and coordinating community wide events to support fundraising efforts.
- ❖ Served as co-chair for fundraising committee. Planned and developed project fundraising campaign, marketing efforts, gift ask and acceptance policies, donor recognition & stewardship process and various fundraising materials.

### **2012/2013 Des Moines Sweethearts – Charity Date Auction**

December 2012 – Present

Young Variety

Des Moines, Iowa

- ❖ Coordinated and managed event planning process.
- ❖ Responsible for work with various components related to event planning: budget, marketing and public relations, risk management, event timelines, fundraising, volunteer coordination, event registration, etc.
- ❖ Facilitated and directed 20 volunteers, with a successful total of 200 + attendees for the event.
- ❖ Secured \$1,250.00 in donations with local restaurants (2012/2013) and raised \$6,000.00 (2012) / \$11,000.00 (2013) in donations in support of Young Variety's telethon.

### **2011/2012 Nonprofit Forum**

May 2011 – September 2011

Young Professionals Connection

Des Moines, Iowa

- ❖ Coordinated and managed event planning process.
- ❖ Responsible for work with various components related to event planning: budget, marketing and public relations, risk management, event timelines, establishing relationships with nonprofit organizations, securing sponsorships, volunteer coordination, event registration, etc.
- ❖ Facilitated and directed more than 60 nonprofit organizations, 100 volunteers, and 300+ participants in preparation for and during the event.
- ❖ Secured \$250.00 in sponsorships through the development of a sponsorship proposal package and sponsorship agreement. Generated a total of more than 300 attendees, an increase from 25-65 from prior years.

### **2011 Golden Circle Games**

April 2011 – June 2011

Young Professionals Connection

Des Moines, Iowa

- ❖ Coordinated and planned the event in a time period of 2 months. Involved work with various components related to event planning: budget, marketing and public relations, risk management, event timelines, coordinating awards, establishing and maintaining relationships with vendors, securing donations, event registration, etc.
- ❖ Facilitated and directed 18 vendors, 200 volunteers, and 900+ participants in preparation for and during the event.
- ❖ Successfully raised and collected a donation of 500+ non-perishable items for a local charity.

## P R O F E S S I O N A L   M E M B E R S H I P S

### **Young Professionals Connection**

February 2010 – February 2012

Charitable Committee, Professional Development Committee

February 2010 – February 2012

Board of Directors – Charitable Committee Chair

January 2012 – December 2012

Board of Directors – At Large Member

June 2011 – December 2011

### **Young Variety**

June 2011 – Present

Grants Review Committee

June 2011 – Present

Board of Directors – Philanthropy Chair

June 2015 – Present

Board of Directors – Events Committee

June 2013 – June 2014

Board of Directors – Communications Committee

May 2012 – June 2013

**Lead Like A Lady Co-Founder & Executive Board Member**  
**Community Connect Mentoring Program**  
**Greater Des Moines Leadership Institute**

February 2013 – Present  
December 2013 – May 2014  
August 2012 – May 2013

#### V O L U N T E E R   A C T I V I T E S

**Everybody Wins! Iowa – Reading Mentor**  
**Community Connect Advisory Committee**  
**Komen Iowa Grants Review Committee**  
**Community Foundation of Greater Des Moines - Grantmaking Committee**  
**Young Variety Bow Tie Ball – Advisor for planning / coordination**  
**Devour Des Moines – Volunteer Coordinator**  
**YNPN Des Moines Steering Committee & Executive Board**  
**Des Moines YP Leaders Symposium – Advisor for planning/coordination**  
**Des Moines “I Have A Dream” Foundation**  
**Iowa Character Awards Review Committee Member**

July 2012 – Present  
January 2014 -Present  
October 2013 – Present  
January 2014 – November 2015  
January 2013 – January 2015  
August 2012 – August 2015  
July 2012 – July 2015  
January 2013 – January 2014  
January 2012 – January 2014  
February 2014 - May 2014

#### A W A R D S

**Des Moines Register – 2013 Juice YP of the Year Finalist**  
**Variety – The Children’s Charity: 2013 Rising Star Award**  
**YWCA WOMEN OF PERSIMMION AWARD: Young Woman of Tomorrow**

January 2014  
March 2013  
April 2010