

Michelle N. Wilkie

Professional Summary

Highly motivated business developer with experience in project management, implementation and strategic planning. Flexible team player with a proven ability to collaborate, lead and motivate diverse groups of individuals to successfully accomplish business objectives. Proven track record for prospecting, relationship building, client cultivation and executive engagement. Self-starter who enjoys a challenge and is consistently solutions-focused.

Experience

Central College, Pella, Iowa

Corporate Relations and Major Gifts Officer

December 2016-present

Responsible for development of programs and strategies to identify, cultivate, solicit and steward relationships with alumni, corporations and foundations for significant gifts to fund institutional priorities. Support grant operations in the Advancement Department and work cross-functionally with all departments to develop grant narratives and proposals.

- Acquired lead corporate foundation gift to help fund construction of new classroom space that will enable new student programming within first six months at the college.
- Launched Central's first Corporate Connections alumni event in downtown Des Moines which focused on increasing matching gifts through major employers. Responsible for planning and event execution.
- Established and cultivated meaningful relationships with key donors of the college within weeks of start date.
- Redesigned and refocused marketing content and collateral used for priority fundraising initiatives.
- Worked in partnership with senior leaders to organize and streamline grant management process.
- Composed and submitted dozens of grant proposals on behalf of Central College.
- Guest speaker, Writing for Non-Profit Organizations, Professor Kimberly Koza, Associate Professor of English.
- Guest speaker, Nonprofit Management, Professor Jaclyn J. Rundle, Associate Professor of Management.

American Cancer Society, Seattle, Washington

Account Manager, Corporate Relations

2013-December 2016

Successfully managed an annual portfolio of \$600,000.00. Consistently exceeded revenue and mission target goals by 5%-10% each year. Collaborated cross-functionally while driving overarching strategies to increase market penetration and engagement of CEOs and their corporations. Responsible for cultivating relationships with corporate partners.

- Created and piloted the American Cancer Society's workplace wellness tool (CEOs Against Cancer Challenge) in 2013. Collaborated with cross functional/virtual teams to strategize, plan and implement tool with 33 companies. Worked in partnership with HR teams and CEOs to review companies aggregate data while providing turn-key solutions to increase wellness metrics in tobacco cessation, cancer screening, physical activity, healthy eating

and employee engagement. Impacted 314,000 lives through policy change through this project. Results published by the Centers for Disease Control and Prevention in 2015:

➤ **Promoting Employee Health Through an American Cancer Society Program, The CEOs Challenge, Washington State, 2013-2015**, published by the Centers for Disease Control and Prevention, *Preventing Chronic Disease, Public Health Research, Practice And Policy*, Volume 12, E223, December 2015.

- Served as project lead for the design and implementation of the American Cancer Society's first Wellness Workshop in Washington state in 2015. Organized framework for the workshop and secured speakers from a diverse group of companies and organizations to share best practices around employee wellness. Wrote presentations and prepared speakers with materials. Managed a team of 8 on successful execution. Brought together 60 external partners, including 7 Fortune 1000 companies.
- Responsible for division's largest cause marketing opportunity, On Deck For A Cause, a non-competitive 5k fundraising walk aboard cruise ships. Worked to understand the need for our client to have a global presence in their charitable giving and identified the top market places. As of Dec. 2017, the program raised \$4.7 million to support global cancer research.
- Supported the senior director of corporate relations in recruitment and retention of CEOs Against Cancer Chapter members. Assisted in recruitment of 11 CEOs and co-chairs of the chapter through prospecting, cold calling, stewardship and persuasive communication.
- Created training content for nationwide public health campaign priority, 80% by 2018. Objective of campaign was to increase colorectal cancer screening rates to 80% by the year 2018 for those who are age eligible. Achieving this goal would save approximately 203,000 lives. Recorded step by step implementation podcast to be used as a nationwide training tool for staff.
- In 2015, secured 67% of event sponsors for Seattle Hope Gala, our organization's premier distinguished event which raised \$365,813.42 with a goal of \$325k.
- Substantially increased investment from one of our state's key health systems partners from \$61,500 to \$118,000 in one year (2015-2016) through consultative sales, excellent customer service, account cultivation, stewardship and executive engagement.
- Invited by the University of Washington to co-author scholarly article in The Journal of Environmental Medicine "Supporting the health of low socioeconomic status employees: qualitative perspectives from employees and large companies." –publication pending, approved by journal Nov. 2017.

American Cancer Society, Seattle, Washington
Community Relationship Manager
2012-2013

Executed a portfolio of Relay For Life events covering three territories in Washington state. Surpassed income target by 107% by working efficiently and providing clear direction to an organizing committee of 12 individuals. Responsible for volunteer management, grass roots mobilization, event budget management, event timeline, planning and execution.

- Organized Cancer Prevention Study-3 enrollment site at community Relay For Life event with goal to enroll 200 age eligible individuals to participate in a research project to better understand the long term causes and environmental factors that cause cancer. Initiated partnership with community health care systems and developed strategies to

reach enrollment goal. This public health effort attributed to a nationwide goal of 300,000 individuals enrolled in the comprehensive epidemiology study.

- Served on Cancer Committee Board of VA Hospital and worked as liaison between health system and the American Cancer Society to achieve COC accreditation.

Education

Northern Arizona University, Flagstaff, Arizona

Bachelor of Arts

Major: International Affairs

2007-2011

Universidad Internacional, Cuernavaca, Morelos, Mexico

Center for linguistics and multicultural studies

Focus: Hispano-American Studies and Spanish Immersion Program

2011

Awards and Community Involvement

2017	I Have A Dream Foundation , elected to the Board of Directors Dec. 2017
2017	Planned Parenthood of the Heartland , leadership committee member for Generations Strong, Central Iowa's Annual fundraising event which raised \$454,328.50 to support patient care programs in Iowa. Collaborated with volunteers, community leaders, and Planned Parenthood staff to reach fundraising goal and successfully execute a sold-out event.
2017	Planned Parenthood Voters of Iowa PAC , planning committee member for Planned Parenthood Voters of Iowa PAC 501(c)(4) signature fundraising event, A Blue Ribbon A Fair. Supported fundraising efforts which resulted in \$81,945 in revenue to support Planned Parenthood of the Heartland.
2016	American Cancer Society Certificate of Excellence , voted by my peers and senior leadership team as an outstanding employee who maintains a "positive/solutions focused attitude and is always willing to go the extra mile" – Becca McMillan, Senior Director of Corporate Partnerships.
2015	Hope Award for volunteer work at Making Strides Against Breast Cancer 5k event in Seattle, Washington.
2015	Employee of the Month , recognition for outstanding service.
2014	CPS-3 Division Award Winner for my work in executing the most successful epidemiology enrollment site in our 12 state division.
2009 to 2011	Big Brothers Big Sisters of Arizona , volunteered as big sister for young girls in the juvenile system, made weekly visits to Coconino County detention facility.
2007 to 2009	Special Olympics of Arizona , volunteered at regional sporting events.