

BLAIR ESTELLE ROSENBERG

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CAREER EXPERIENCE

HCI Care Services & Visiting Nurse Services of Iowa (Amanda the Panda)

Donor Relations Manager

Des Moines, IA

December 2017-present

- Implement donor-led fundraising strategy, guiding 150 major donors and grantors in their giving and increasing donor retention by 90%
- Make direct, face-to-face solicitations and assist the board and fellow staff in soliciting donations that speak to the philanthropic goals of each donor
- Increasing annual gifts by upward of 25% in less one fiscal year

The Standard Manner™ Etiquette & Communications Consulting

Co-Founder

Des Moines, IA

Sep 2013-present

- Prepare individuals for etiquette success in social and professional situations
- Design interactive etiquette lessons for youth, modeling proper introductions and engaging conversation while maintaining confidence

HCI Care Services & Visiting Nurse Services of Iowa (Amanda the Panda)

Development Coordinator

Des Moines, IA

July 2016-Dec 2017

- Oversaw 5 subcommittees working on 2 separate fundraising events to increase brand awareness and financial support raising over \$120,000
- Fostered a culture of philanthropy within the organization and community, partnering with thousands of individual donors and multiple corporations to raise \$1,500,000

Candeo Iowa

Community & Donor Relations

Johnston, IA

Aug 2014-July 2016

- Implemented the VIP Donor event Dine & Shine, featuring client stories during a 50-person dinner and auction that grossed over \$16,000
- Cultivated community awareness for Candeo, recruiting over 100 volunteers for three community events and receiving recognition in *Business Record*, *DSM Magazine* and *Juice*
- Launched Candeo's first donor database, improving how the development department populates financial reports, tracks donor/event statistics and populates mass mailings

EDUCATION

Greater Des Moines Leadership Community Connect Program

Class of 2016

Des Moines, IA

Iowa State University

Bachelor of Arts, Speech Communications & Women's Studies, May 2011

Ames, IA

- Dean of Liberal Arts and Sciences Leadership Council

VOLUNTEER EXPERIENCE

Eyerly Ball

Eyerly Ball Foundation Board Member

Des Moines, IA

June 2017-present

- Guide and support the Foundation in development efforts increasing visibility and funding for Eyerly Ball mental health programs
- Chair of the Development committee providing insight and innovative ideas regarding campaign appeals, events, grants, etc.