**AMANDA NUZUM**

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**CAREER PROFILE**

High performing, motivated individual with 12+ years of combined experience in human/health and social services and nonprofit management with significant strengths in fund development, relationship management, mentoring and managing people/groups, and marketing fields through personal, written & verbal communication. Technical knowledge includes MS Office, Neon, Raiser’s Edge, DART, Lotus Notes, CRPD and eTapestry software.

**PROFESSIONAL EXPERIENCE**

**Iowa Association of Business and Industry Foundation (ABIF) June 2016 – Present**

Des Moines, IA

*Development Director*

* Plan, organize and manage annual fundraising including: operational, sponsorships, scholarships, annual appeal, annual auction, golf hole fundraisers, alumni dues, Annual Report endowment and planned giving.
* Created an Annual Campaign for the Foundation with new giving levels, a Legacy Society and additional revenue sources.
* Develop strategies to encourage new gifts and grants, as well as increase current donor contributions through high-level relationship building.
* Increased Auction revenue (from $18,400-$42,000), first year in position.
* Initiate donor identification, tracking, cultivation and communication to assure understanding of, interest in and involvement with the ABI Foundation.
* Prepare annual fundraising goals and budgets in consultation with the Vice President of Programs, and communicate these with the ABI Foundation Board.
* Oversee prospect and donor records, the ABI Foundation budget and fiscal controls, and the transmittal of funds of the ABI Foundation.
* Oversee invoicing, acknowledgments, and track sponsor benefits.
* Assist with programs of the ABI Foundation, including participant and volunteer recruitment.
* Show impeccable communication skills, public relations abilities and public speaking through showcasing the ABI Foundation vision, mission, and values to the public via presentations to individuals, companies and community groups- including, but not limited to Chamber, networking events, Mid-Iowa Planned Giving Council, business networking groups and Greater Des Moines Community Foundation events.
* Represent ABI Foundation on all boards and committees, as needed.

**Easter Seals Iowa July 2011-June 2016**

Des Moines, IA

*Planned Giving Director*

* Identify, research, collaborate and build strong donor and community relationships.
* Communicate Easter Seals Iowa’s vision, mission, and values to public via presentations to individuals, companies and community groups- including, but not limited to Chamber, networking, Mid-Iowa Planned Giving Council, Business Networking International and Greater Des Moines Community Foundation events.
* Manage pipeline of donors and prospects to ensure solicitation execution and cultivation.
* Researched, compiled and executed a three-year, fund development strategic execution plan for Easter Seals Iowa.
* Created a Case Statement for Easter Seals Iowa.
* Cultivate and engage current Legacy Society members.
* Develop relationships to increase pipeline for planned giving such as attorneys, financial planners, and funeral homes directors.
* Manage database processes and internal reporting protocols to ensure meaningful and accurate donor management.
* Identified with and assisted in **hiring**, **mentoring** and **managing** development team members.
* Consecutively securing 6-10 new Legacy Society commitments for Easter Seals Iowa, resulting in **4.5M** in commitments.
* Secured a 1M beneficiary designation within one year of stewardship.
* Mentored new event coordinator and took walk event from $11,000 in 2012 to $33,000 in 2013, $56,000 in 2014 and $76,000 in 2015.

*Planned Giving Coordinator*

* Created and implemented a planned giving program for the Development Department.
* Created a first year plan for Planned Giving, including mailings, marketing, an annual events, donor prospecting, stewardship and cultivation.
* Successfully met financial, productivity and new Legacy Society member goals in the first ten months.
* Interacted with donors on a daily basis, adding more than 1300 donors to the local affiliate database.
* Wrote Planned Giving articles for the quarterly, Connections newsletter.

**American Cancer Society January 2009- July 2011**

Des Moines, IA

*Community Relations*

* Leveraged Relay For Life, a large community event, as a year-round platform for community presence. Oversaw all aspects of Relay (sponsorship, in-person solicitation, advocacy, mission, volunteer and sponsorship recruitment, entertainment, etc.) in Polk, Boone, Story, Hardin and Marshall Counties.
* Raised revenue for all events in portfolio by an average of 10%.
* Provided leadership in various areas of operational development.
* Developed, managed and **managed** key community relationships and accounts.
* Engaged corporations, local volunteers and community leaders in ACS events and programs.
* Implemented volunteer succession strategies to ensure sustained business results are achieved and future leaders continually developed. Worked year-round to make certain the appropriate individuals served in the most appropriate committee roles.
* Served as comprehensive ACS liaison to the community through effective relationship **management** with community leaders.
* **Managed** 4 committees of 15+ persons (each) simultaneously throughout each fiscal year.
* **Managed** one support staff and the Relay For Life interns.

**Iowa State University Foundation July 2008- January 2009**

Ames, IA

*Development Writer*

* Researched and wrote major gift proposals, concept papers and case statements through investigative research, interviews, archived information and information requests. Met multiple deadlines simultaneously.
* Worked with development directors to implement solicitation strategy and communicate case for support in written documents.
* Developed production timelines and maintained communication with project stakeholders.
* Worked with Foundation president and other senior management to write stewardship correspondence.
* Wrote proposal for and secured 4.5 million funding request.

**Young Women’s Resource Center June 2007- July 2008**

Des Moines, IA

*Director of Development*

* Donor Relations
	+ Increased Board of Directors’ annual contributions.
	+ Maximized fund development efforts by identifying, researching, soliciting, cultivating, upgrading and retaining corporate constituents.
	+ **Managed** current donor relationships and formed new corporate and personal contacts.
* Event Planning
	+ Attained in-kind catering for the all events, including the largest annual fundraiser, “Sit On It!”
	+ **Managed** committees, volunteers and staff on all events.
	+ Cultivated and engaged current and past board members.
	+ Secured donors at all levels.
* Oversaw all mailings and printed materials.
* Developed grant-seeking opportunities, conducted research and wrote grants.
* Researched and wrote for both local and national funding opportunities.
	+ Member of Leadership Team (also consisting of Executive Director and Director of Programs) to make important decisions regarding current issues, programming and future planning for the YWRC.
	+ Created and implemented a fund development three-year strategic execution plan.
	+ Ran a successful Development department for a $900,000 budget organization.

**Simpson College, Office of College Advancement June 2005- June 2007**

Indianola, IA

*Associate Director of Annual Giving*

* Oversaw all aspects of corporate giving-researching, soliciting, cultivating and making "the ask."
* Directed the Indianola/Simpson Partnership Campaign.
	+ Personally met with, formed or cultivated relationships, wrote grant proposals and prepared mass mailings seeking monetary gifts from all businesses in the Indianola community for The Simpson Fund.
	+ Responsible for approximately $200,000 of total budget and met goal each year.
	+ **Managed** local volunteer groups (10+) toward fundraising success.
* Directed the Des Moines/Simpson Partnership.
	+ Personally met with, formed or cultivated relationships, wrote grant proposals and prepared mass mailings seeking monetary gifts from executive level business leaders in the greater Des Moines area for The Simpson Fund.
* Directed the Class Reunion Giving program.
* Cultivated relationships with Simpson alumni, establishing positive personal and financial results for the college.
* Responsible for and successful at increasing the annual fund of the college by setting record number of class reunion gifts.
* Directed the Corporate Leadership Scholarship Program.
	+ Face to face interaction with executive level business and corporate leaders seeking $2500 scholarships to assist with the financial aid of Simpson students exhibiting academic excellence.
* Organized and oversaw special events involving alumni, corporate professionals and college students.

**Easter Seals Iowa January 2002- October 2002**

Des Moines, IA

*Independent Living Specialist*

* Worked first-hand with adults with intellectual, developmental and physical disabilities to develop and achieve short and long-term life goals.
* Assisted clients in socializing and becoming productive members in their communities.
* Demonstrated the ability to handle 15+ client caseloads and work with individuals from all backgrounds with a variety of disabilities.

**HKR Communications and Marketing – a family business January1997-Present**

Des Moines, IA

*Marketing Specialist*

* Demonstrate ability to work directly with client companies.
* Played an active role in the writing, editing and research for more than $40 Million in proposed grant funding.
* Played an active role in the writing, editing, research, and content management for more than $20M in awarded grant funding-including private, Federal, local and national grants.
* Work with owner in creating and designing business plans, grant proposals and marketing brochures for start-up businesses throughout the country.
* Played significant role in the development of SunMaid Raisins’ current marketing and company policy materials.
* Use high level skills in language use, especially for marketing tools, press releases and public relations documents.

**EDUCATION AND COMMUNITY INVOLVEMENT**

**BNI (Business Networking International) Disability Rights Iowa**

Des Moines, IA Des Moines, IA

*Former President Board Member, Fundraising Committee*

**Mid-Iowa Planned Giving Council**

*Member, Board Member (Membership Chair)*

**Central College August 1998- May 2002**

Pella, IA

*Bachelors of Arts, Psychology, Minor in Sociology*

* Honor Student designation, Magna Cum Laude.
* Senior research project on metamemory of individuals with Down syndrome conducted at Ruby Van Meter School.
* Interest in special education, vocal music, athletics.
* Co-President of Psi Chi honor society; on Central College Dean’s List six of eight semesters.