

January 4, 2019

Mr. Jason Swanson  
Business Record  
"Forty under 40" Nominating Committee  
100 4<sup>th</sup> Street  
Des Moines, Iowa 50309

Dear Mr. Swanson and the "Forty under 40" Nominating Committee:

It is with great pleasure that I nominate Ms. Stephanie Greiner, Chief Development Officer for Des Moines University (DMU) for this most esteemed honor and recognition.

After I arrived at DMU in the spring of 2011, it became clear to me that we needed a complete restructuring of our fundraising and development unit with a focus on talent development, metrics, protocols, cultivation of new relationships, and stewardship of all gifts. In the search for this new member of my Executive Leadership Team, Stephanie came with a seasoned track record of leadership in development, having served in managing annual giving and stewarding major gifts for Iowa State University Foundation.

As she arrived at DMU in 2012, she began planning for rebuilding the infrastructure for giving, starting with data management, creating team metrics, setting goals, and hiring new staff. Over this six-year period, she has not only met but surpassed departmental goals as she increased alumni participation from 4% to 10%, increased fundraising production by 170%, and launched a campaign feasibility study designed to assess DMU's readiness for future fundraising goals. The plan for the next comprehensive campaign at DMU is well on the way as we have now launched publicly, *Purple and Proud: The Campaign for Des Moines University*. In a well-attended community reception on December 8, 2018, we proudly announced a \$25 million dollar campaign goal, having already raised \$17.4 million on the date of the event through our quiet phase. With the leadership of Stephanie and her team, DMU is well on the way to realizing the greatest fund raising effort ever.

Stephanie works closely with me as we set institutional priorities for the advancement of this university and works with a team of 9 individuals to enhance alumni relations, employee engagements, as well as community philanthropic initiatives. She also sets the plan for my personal donor cultivations and we

travel extensively together to engage with various donor prospects. In addition, she provides support to the entire campus community as an active member of my Executive Leadership Team.

Stephanie's accomplishments have already been acknowledged at a national level by *the Chronicle of Philanthropy* as she was recognized in January 2016 as one of their recipients of the "40 under 40: A Force for Good" award. She is a dedicated leader with a drive and determination that sets her apart as one who strives for success in all that she does. In addition to her leadership at DMU, she is a wife and mother of three, who finds the time to pursue her Master's degree at Iowa State University, with an anticipated completion in the summer of 2019. Stephanie is a real asset, who leads with integrity and I am so pleased to have her on my team.

It is for these reasons that I enthusiastically endorse Stephanie Greiner for the *Business Record's* "Forty under 40" award. She makes me proud and I could not imagine anyone more deserving of such an award given the amazing impact she has already had on Des Moines University. We are on a trajectory of fundraising success and I give considerable credit to her for setting the path.

Sincerely,

A handwritten signature in black ink, reading "Angela L. Walker Franklin". The signature is fluid and cursive, with the first name "Angela" being the most prominent.

Angela L. Walker Franklin, Ph.D.  
President and CEO  
Des Moines University