

# BLAIR ESTELLE RYAN

RELATIONSHIP BUILDER | CONNECTOR | IDEA GENERATOR

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## CAREER EXPERIENCE

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| <b>EveryStep Foundation</b> (formerly HCI Care Services & Visiting Nurse Services of Iowa)<br><i>Donor Relations Manager</i>  | West Des Moines, IA<br>December 2017-present |
| <ul style="list-style-type: none"><li>• Implement donor-led fundraising strategy, guiding 100 major donors and grantors in their giving, increasing donor retention by 90% and staying on track to reach our \$2,500,000 fundraising goal</li><li>• 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</li><li>• Increase annual gifts by upward of 25% in less one fiscal year</li><li>• Manage the donor stewardship processes ensuring each donor is thanked, engaged and educated</li><li>• Oversee planned giving and annual giving efforts using moves management strategies</li></ul> |  |
| <b>The Standard Manner™ Etiquette &amp; Communications Consulting</b><br><i>Co-Founder</i>  | Des Moines, IA<br>Sep 2013-present           |
| <ul style="list-style-type: none"><li>• Prepare individuals for etiquette success in social and professional situations</li><li>• Design interactive etiquette lessons for youth, modeling proper introductions and engaging conversation while maintaining confidence</li></ul>  |  |
| <b>EveryStep Foundation</b> (formerly HCI Care Services & Visiting Nurse Services of Iowa)<br><i>Development Coordinator</i>  | West Des Moines, IA<br>July 2016-Dec 2017    |
| <ul style="list-style-type: none"><li>• Oversaw 5 subcommittees working on 2 separate fundraising events to increase brand awareness and financial support raising \$120,000</li><li>• Fostered a culture of philanthropy within the organization and community, partnering with thousands of individual donors and multiple corporations to raise \$1,500,000</li></ul>  |  |
| <b>Candeo Iowa</b><br><i>Community &amp; Donor Relations</i>  | Johnston, IA<br>Aug 2014-July 2016           |
| <ul style="list-style-type: none"><li>• Implemented the VIP Donor event Dine &amp; Shine, featuring client stories during a 50-person dinner and auction that grossed over \$16,000</li><li>• Cultivated community awareness for Candeo, recruiting over 100 volunteers for three community events and receiving recognition in <i>Business Record</i>, <i>DSM Magazine</i> and <i>Juice</i></li><li>• Launched Candeo's first donor database, improving how the development department populates financial reports, tracks donor/event statistics and populates mass mailings</li></ul>  |  |

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## EDUCATION

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| <b>Greater Des Moines Leadership Community Connect Program</b><br>Class of 2016                        | Des Moines, IA |
| <b>Iowa State University</b><br>Bachelor of Arts, Speech Communications & Women's Studies, May 2011    | Ames, IA       |
| <ul style="list-style-type: none"><li>• Dean of Liberal Arts and Sciences Leadership Council</li></ul> |                |

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## VOLUNTEER EXPERIENCE

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|---|-------------------------------------|
| <b>Eyerly Ball</b><br><i>Eyerly Ball Board of Operations Member</i>   | Des Moines, IA<br>June 2017-present |
| <ul style="list-style-type: none"><li>• Guide and support the CEO in efforts to increase visibility, funding and sustainable programming for Eyerly Ball mental health services</li></ul> |                                     |

REFERENCES AVAILABLE UPON REQUEST