

CAILIN STOCKDALE

112 10th Street, #304 | Des Moines, IA 50309 | 515.210.5363
cailinstockdale@gmail.com | www.linkedin.com/in/cailinstockdale

SUMMARY

Highly-motivated and reliable communication and development professional with eight years of experience in fundraising and marketing.

ACCOMPLISHMENTS

- Helped struggling organization achieve a positive financial position for the first time in seven years and maintain financial stability throughout tenure.
- Led 49 community leaders to raise more than \$135,000 in nine months to support the renovation of Amanda the Panda, which provides aid to grieving children and families.
- Instrumental in the conceptualization, planning, funding, and opening of the Baker Boys & Girls Club at Amos Hiatt Middle School, which provides 50 disadvantaged youth a day with a safe, positive place to learn and grow and the resources and guidance they need to reach their full potential as productive, caring, responsible citizens.
- Raised emergency funds for Red Cross relief efforts in response to the 2008 Iowa Floods.

EXPERIENCE

Boys & Girls Clubs of Central Iowa

Director of Marketing & Communication

2013 – present

- Build brand recognition and public awareness of services, programs and activities. Create compelling messaging to stimulate donor involvement, volunteer and member recruitment, and alumni engagement. Advance online presence through web site and social media. Develop collaborative partnerships within the community to enhance organization impact. Manage all internal and external communication including crisis management and media relations. Connect audiences to mission and vision by highlighting critical needs and sharing compelling stories of success.

Boys & Girls Clubs of Central Iowa

Director of Communication & Resource Development

2010 – 2013

- Responsible for all fundraising strategies, including identifying and securing diversified funding streams to ensure financial sustainability for a \$1.3 million budget. Developed and regularly evaluated systems of donor cultivation, solicitation, acknowledgement and recognition. Incorporated unique opportunities for board involvement in resource development. Oversaw the planning and volunteer coordination of two major special events, which together raised \$350,000. Helped execute the successful completion of a \$1.45 million capital campaign while upholding operating revenues.

American Red Cross – Des Moines, IA

Development Coordinator

2007 – 2010

- Raised funds for annual life-saving programs and services, and secured additional immediate-needs dollars during times of disaster. Managed all aspects of the signature fundraising event, Heroes of the Heartland, which raised more than \$115,000 annually and entertained 550 attendees. Coordinated all other fundraising initiatives, including a major donor recognition event, inspirational tours, and an online fundraising campaign. Collaborated as a part of the communication team to initiate integrated marketing strategies. Administered chapter web site including design, content management, and campaign promotion. Developed annual report and newsletter content. Expanded the organization's social media presence. Provided translation for Spanish-speaking clients.

EDUCATION

Winona State University – Winona, MN

- Bachelor of Arts, **Mass Communication: Public Relations**, 2004
- Bachelor of Arts, **Spanish**, 2004

RECOGNITION and ACHIEVEMENTS

- American Red Cross, Central Iowa Chapter
Spirit of Employee Excellence Award, 2009
- Boys & Girls Club Leadership University/University of Michigan Ross School of Business
Advanced Leadership Program, 2011
- Greater Des Moines Leadership Institute (GDMLI)
Community Leadership Program, 2013

Served as the fundraising co-chair for the class project, which exceeded its capital campaign goal of \$125,000 and helped Amanda the Panda renovate its new facility to serve more grieving children and families. Played a pivotal role on the steering committee, which managed the progress of the project until its successful completion.

COMMUNITY INVOLVEMENT

- Central Iowa Coed Soccer, **Captain/Board Member**, August 2010-Present
- Everybody Wins! Iowa, **Volunteer**, January 2014-Present
- GDMLI, **Community Leadership Program Committee**, August 2014-Present
- Lead Like a Lady, **Member**, March 2013-Present
- Networking on the Green (Principal Charity Classic), **Committee Member**, 2012-Present
- The Fence Project Des Moines, **Volunteer**, April 2012-Present