

# GLEND A JOHNSON

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## EXECUTIVE LEVEL FUNDRAISING LEADER

REVENUE GROWTH / COMMUNITY ENGAGEMENT / AWARENESS RAISING

RELATIONSHIP BUILDING / TEAM LEADERSHIP / CAMPAIGN DEVELOPMENT / EVENT PLANNING

**Exceptionally accomplished fundraiser with a 14-year track record of generating strong fiscal results, enhancing visibility and increasing community value with a lean operating structure.**

**Passionate leader whose contagious enthusiasm induces stakeholder buy-in to organizational vision and mission; inspires teams to top performance. Works well both independently and on a team.**

**Highly praised for natural ability to form strong and sustainable relationships, build consensus and spark momentum to reach institutional goals, both as a fundraising executive and in prior sales career.**

**Open to relocation.**

## PROFESSIONAL EXPERIENCE

EVANSVILLE ARTS CENTER (EAC), Evansville, IN

2007 to Present

ASSISTANT EXECUTIVE DIRECTOR / DIRECTOR OF DEVELOPMENT

Led turnaround of an organization that was under-funded, under-supported and perceived to be elitist to become a widely-supported, top-ranking performing arts center with 250+ strategic partners that has become the pride of the community and is regarded as one of the highest functioning and well managed performing arts centers in its class. Assumed Executive Director responsibilities since ED vacancy in 2015.

- ◆ **Drove geometric growth for sponsorships and annual giving by more than 700%** by raising awareness, creating community value and forging strong and sustainable relationships.
  - Created an annual membership program that **increased membership level gifts by 400%**.
  - Developed highly successful corporate sponsorship program that **grew annual sponsorship support from \$3,500 to \$250,000+** and has a "waiting list" for corporate sponsors.
  - Enhanced student support by establishing student outreach initiatives and educational programs and clinics.
- ◆ **Elevated EAC to become the highest profile and most valued organization in the region** through a commitment to "Put the Community in the Evansville Arts Center."
- ◆ **Transformed EAC reputation** from "elitist" to "welcoming" by diversifying programming, forging key relationships (including 250+ nonprofits) and raising community awareness.
  - Increased household penetration by 30%.
  - Inspired EAC to be used as a recruiting tool for area businesses, hospital and colleges.
- ◆ **Developed and launched a comprehensive Educational Series** to enhance the learning experience for 10K+ students annually through curriculum based programming at no cost to school districts.
- ◆ **Championed two \$1M+ endowment campaigns** in small, rural market, exceeding financial goals for both.
- ◆ Co-Chaired the 2008 Governors Awards for the Arts celebration, the **highest grossing, widest ranging Governors Awards in Indiana's history.**
- ◆ **Created a relationship-based culture** by instituting internal events that vastly increased staff morale and communication.