



MICHAEL ANDERSON

Senior Donor Relations Manager

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SUMMARY

Accomplished Donor Coordination Officer with extensive experience in fostering relationships between nonprofit organizations and their supporters. Expertise lies in developing strategic initiatives to enhance donor engagement and retention, ensuring alignment with organizational goals. Proven ability to analyze donor behavior and implement targeted outreach strategies that significantly increase contributions. Adept at leveraging data analytics to inform decision-making and optimize fundraising efforts.

WORK EXPERIENCE

Senior Donor Relations Manager Global Charity Network

Jan 2023 - Present

- Designed and implemented a comprehensive donor engagement strategy that increased annual contributions by 30%.
- Managed a portfolio of high-net-worth donors, ensuring personalized communication and relationship management.
- Developed and executed targeted fundraising campaigns utilizing data-driven insights.
- Collaborated with cross-functional teams to enhance donor recognition programs.
- Conducted regular training sessions for staff on best practices in donor stewardship.
- Utilized CRM systems to track donor interactions and measure engagement effectiveness.

Donor Engagement Specialist Community Support Foundation

Jan 2020 - Dec 2022

- Executed outreach programs that successfully re-engaged lapsed donors, resulting in a 25% reactivation rate.
 - Facilitated donor appreciation events, enhancing community involvement and visibility.
 - Analyzed donor feedback to refine communication strategies and improve donor satisfaction.
 - Maintained accurate donor records and generated reports for senior management.
 - Assisted in grant writing efforts, contributing to a successful funding proposal that secured \$500,000.
 - Coordinated volunteer efforts for fundraising events, improving community participation by 40%.
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EDUCATION

Master of Public Administration, Nonprofit Management, University of California, 2017

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Donor Relations, Fundraising Strategy, Data Analysis, CRM Management, Relationship Building, Event Coordination
- **Awards/Activities:** Increased donor retention rates by 15% through innovative engagement initiatives.
- **Awards/Activities:** Recipient of the 'Excellence in Fundraising' award in 2021.
- **Awards/Activities:** Successfully led a capital campaign that exceeded its \$2 million goal by 20%.
- **Languages:** English, Spanish, French