



MICHAEL ANDERSON

Senior Fundraising Manager

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SUMMARY

Dynamic and results-oriented Non-Profit Fundraising Manager with over a decade of experience in cultivating donor relationships and driving revenue growth for charitable organizations. Expertise in developing comprehensive fundraising strategies that leverage digital marketing, grant writing, and community engagement to maximize contributions. Proven track record of executing successful campaigns that resonate with diverse donor bases, fostering sustainable funding streams.

WORK EXPERIENCE

Senior Fundraising Manager Community Impact Group

Jan 2023 - Present

- Designed and implemented a multi-channel fundraising strategy that increased donations by 35% within one year.
- Managed a portfolio of over 200 major donors, enhancing engagement through personalized communication.
- Led a team of five fundraising professionals to achieve record-breaking annual revenue goals.
- Utilized CRM systems to track donor interactions and optimize fundraising efforts.
- Coordinated high-profile fundraising events, attracting over 500 attendees and generating significant media coverage.
- Developed training programs for staff on best practices in donor stewardship and relationship management.

Fundraising Coordinator Hope for Tomorrow Foundation

Jan 2020 - Dec 2022

- Assisted in the execution of fundraising campaigns that raised over \$1 million annually.
 - Created compelling grant proposals that secured funding from major foundations.
 - Organized community outreach programs to enhance donor engagement and retention.
 - Implemented data analysis tools to assess donor demographics and tailor fundraising strategies.
 - Collaborated with marketing teams to improve online donation platforms.
 - Facilitated donor appreciation events, strengthening long-term relationships.
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EDUCATION

Master of Public Administration, University of Non-Profit Management

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Fundraising strategy, Donor relations, Grant writing, Event management, Data analysis, Team leadership
- **Awards/Activities:** Increased donor retention rate by 25% through enhanced stewardship initiatives.
- **Awards/Activities:** Recognized as a top performer in fundraising metrics for three consecutive years.
- **Awards/Activities:** Successfully secured a \$500,000 grant from a leading philanthropic organization.
- **Languages:** English, Spanish, French