



MICHAEL ANDERSON

DIRECTOR OF DEVELOPMENT

PROFILE

Accomplished Non-Profit Fundraising Manager possessing extensive experience in strategic planning and execution of fundraising initiatives. Demonstrated proficiency in building and nurturing relationships with individual donors, corporations, and foundations to create sustainable funding models. Proven ability to leverage digital platforms and traditional fundraising methods to engage diverse audiences and maximize contributions. Exceptional leadership skills in managing teams and fostering a collaborative environment to achieve organizational goals.

EXPERIENCE

DIRECTOR OF DEVELOPMENT

Global Aid Network

2016 - Present

- Oversaw the strategic direction of all fundraising activities, achieving a 50% increase in contributions over three years.
- Established key partnerships with local businesses to enhance corporate giving programs.
- Implemented a donor recognition program that improved donor loyalty and increased lifetime giving.
- Conducted comprehensive market analysis to identify new fundraising opportunities and trends.
- Developed and maintained budgets for fundraising initiatives, ensuring financial accountability.
- Facilitated workshops for board members on fundraising best practices and donor engagement strategies.

FUNDRAISING ASSOCIATE

Local Community Foundation

2014 - 2016

- Assisted in planning and executing fundraising events that raised over \$300,000 annually.
- Prepared and submitted grant applications to secure funding from government and private sources.
- Conducted donor research to identify potential major gift prospects.
- Managed social media campaigns to promote fundraising initiatives and engage the community.
- Developed marketing materials to support fundraising efforts, enhancing outreach.
- Collaborated with volunteers to coordinate community engagement activities.

CONTACT

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SKILLS

- Strategic planning
- Relationship building
- Digital marketing
- Budget management
- Market analysis
- Team collaboration

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN NON-PROFIT MANAGEMENT, STATE UNIVERSITY

ACHIEVEMENTS

- Increased overall fundraising revenue by 60% through innovative campaign strategies.
- Successfully launched a new donor program that recruited over 100 new members in the first year.
- Received the 'Outstanding Fundraiser' award from the National Fundraising Association.