



Michael ANDERSON

ONLINE FUNDRAISING COORDINATOR

Strategic Online Event Coordinator with extensive experience in the non-profit sector, adept at leveraging virtual platforms to maximize outreach and community engagement. Proven ability to design and execute innovative fundraising events that drive significant revenue and awareness for various causes. Expertise in collaborating with diverse stakeholders, including volunteers, sponsors, and community leaders to achieve organizational objectives.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Fundraising Strategy
- Community Engagement
- Digital Marketing
- Project Management
- Volunteer Coordination
- Data Analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN NON-PROFIT
MANAGEMENT, UNIVERSITY OF
WASHINGTON**

ACHIEVEMENTS

- Recognized as the 'Top Fundraiser' at the National Non-Profit Conference 2022.
- Increased donor engagement by 40% through innovative online outreach strategies.
- Successfully launched a virtual gala that attracted over 1,000 participants.

WORK EXPERIENCE

ONLINE FUNDRAISING COORDINATOR

Charity Events Hub

2020 - 2025

- Developed and executed virtual fundraising events that raised over \$500,000 annually.
- Collaborated with marketing teams to create engaging promotional campaigns that increased participation by 70%.
- Utilized donor management systems to track contributions and engagement.
- Coordinated with volunteers to ensure smooth event execution and participant satisfaction.
- Analyzed event performance metrics to inform future fundraising strategies.
- Established partnerships with local businesses to enhance sponsorship opportunities.

EVENT PLANNING ASSOCIATE

Community Outreach Organization

2015 - 2020

- Assisted in the planning and execution of community-focused online events.
- Supported the development of educational content that resonated with target audiences.
- Managed participant communications and follow-up strategies to enhance engagement.
- Conducted research on community needs to inform event programming.
- Collaborated with stakeholders to gather feedback and improve event offerings.
- Maintained detailed records of event logistics and participant feedback.