

# Sarah Henry Suemnig

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## Consulting

I help small nonprofits get stuff done to raise more money. Do you have development projects that you dream of doing? Or maybe they're getting done, but you're losing sleep in the process? Whether you're over-loaded, wanting to try something new or just need a little kick-start, let me help you reach your goals.

- **MAP for Nonprofits** – Minneapolis, MN – Database Consulting for **Minneapolis Parks Foundation** and **Wallin Education Partners**. Worked with organizations to assess database needs, researched CRM products, organized vendor demos, created final report and implementation plans
- **Mount Carmel Ministries** – Alexandria, MN – Researched issues in support of case development
- **Ingham Okoboji Lutheran Bible Camps** – Okoboji, IA – Researched prospective capital gift donors
- **OutFront Minnesota Action** – Minneapolis, MN – Researched prospective major gift donors and helped create solicitation strategies
- **The Databank** – Minneapolis, MN – Worked with nonprofit clients of the Databank on individual giving, including planning, research, writing, asking, and stewarding
- **Perpich Center for Arts Education** – Golden Valley, MN – Researched and identified new corporate and foundation funding prospects. Laid the groundwork for successful grant applications.

## Previous Employment

### Voyageurs National Park Association – Minneapolis, MN

- Managed individual giving and membership, including a combination of technology-based and face-to-face prospect research, writing, cultivation, solicitation advice, acknowledgement, and stewardship
- Managed information: donor database, events, gift processing, wealth screening, prospect research, development planning, donor communications
- Created new development and database processes manual

### Major Gifts Officer – Goodwill/Easter Seals Minnesota – Saint Paul, MN

- Managed and planned all aspects of major giving and new planned giving programs
- Built new major gifts portfolio through best practices in fundraising, including a combination of technology-based and face-to-face prospect research, cultivation, solicitation and stewardship
- Upgraded the size of gifts given by major donors by 20%
- Increased the number of major donors by 25%
- Initiated new program to re-engage former members of the board of directors

### External Relations Director – Minnesota Museum of American Art – Saint Paul, MN

- Directed all aspects of external relations. Primarily: fund development, planning, research, and public relations; Secondarily: membership, marketing, and events
- Created and implemented comprehensive development and marketing program case and plans with my External Relations Team, leading to 28% increase in contributed revenue, closer ties to the City of Saint Paul, and more than 10% increase in Museum attendance
- Track record of successful gift solicitations from a variety of sources, including individuals, corporate sponsorships, and government, corporate and foundation grants
- Managed all Membership & Visitor Services, Program & Events, and Development Staff and Interns
- Led Development & Marketing Committee of the Board of Trustees, including conducting training sessions for volunteer solicitors
- Member of and active participant in local arts and culture committees

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## **Capital Campaign Consultant / Campaign Manager – MGI Fund Raising Consulting /Masonic Cancer Center Fund – Roseville, MN**

- Managed, helped create strategies for and coordinated \$10 million capital fund raising project benefitting the Masonic Cancer Center at the University of Minnesota, including case statement and newsletter creation, writing, personnel and volunteer management, and major gift prospect research, identification, qualification and solicitation
- Conducted training sessions throughout Minnesota for volunteer solicitors
- Worked with client to select, implement, and successfully use new donor data management system

## **Capital Campaign Associate – Episcopal Homes of Minnesota – Saint Paul, MN**

- Successfully created and cultivated new funding relationships for the organization with families, businesses, and foundations in the community
- Created and coordinated campaign communications
- Created, modified, and updated prospect research, tracking tools, and reports

## **Development Manager – Summit Academy OIC – Minneapolis, MN**

- Coordinated and completed the organization's first \$1 million Annual Campaign, including strategy, research, writing, major gift solicitation, events, and planning
- Founding member of organization's Diversity Committee

## **Campaign/Development Associate – Boston Children's Museum – Boston, MA**

- Designed Museum's first online giving pages, managed database, created analytical reports, researched giving prospects, coordinated both major and minor special events, served on three cross-divisional committees

## **Intern – The Octagon Center for the Arts – Ames, IA**

- Discovered my love for fundraising and nonprofits. Was able to be involved a little to a lot in nearly every aspect of operating a community arts center: installation of art exhibits, scheduling and teaching children's community art classes, working in the gift shop, writing grants, communicating with members and donors, attending local business meetings with our Executive Director, etc.

## **Education**

Graduate, The Consultants School, a collaboration of AFP and The Giving Institute

Master of Science in Arts Administration – Boston University – Boston, Massachusetts – emphases in Fundraising/Development and e-Commerce

Bachelor of Liberal Studies – Iowa State University – Ames, Iowa – emphases in Arts & Communications, Architecture, and Humanities – Minor in Design

## **Technological Proficiencies**

Microsoft Office Suite, Adobe Creative Suite, Google Apps for Business (G Suite), Rasier's Edge, Little Green Light, MailChimp, WordPress, Facebook, LinkedIn, Twitter, Instagram

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## Speaking Engagements

“Targeted Fundraising with PowerMail and Online Forms” with William Naylor at 2013 Databank User Conference

“Move It or Lose It: a Moves Management-style Approach to Fundraising” at 2011 Databank User Conference

“Lowering Your Fundraising Costs with Smart Planning” and “Writing Effective Fundraising Copy” for the Databank’s 2011 Dynamic Fundraising Course

“Intro to Major Gifts” at 2009 Center for Nonprofit Success Summit

“Fundraising and Marketing in the One-Person Shop: Making the Most of a Shoestring Budget” at 2008 Center for Nonprofit Success Summit

## Published Work

Article: “The Art of Thank You”

Article: “The Year-End Appeal: Reflection and Hope”

blog: “QueenMom.me”

## Professional Involvement

Member, Association of Prospect Researchers for Advancement (APRA)

Former Board Member, Association of Fundraising Professionals (AFP) Minnesota Chapter

Founding Member, Hip Young Development Professionals with Aspirations (HYDPWA)

## Current Volunteer Service

PTA Board – Wayzata Birchview Elementary School – Plymouth, MN

Legislative Action Committee – Wayzata Public Schools – Plymouth, MN

Volunteer Leader – Minnesota CD3 DFL

Book Fair Organizing Committee – Wayzata Birchview Elementary School – Plymouth, MN

Scholarship Selection Committee – Iowa State University – Ames, IA

Parent Volunteer - Parade Figure Skating Club - Minneapolis, MN