

Kelsey McGrath

Creative Communicator + Project Manager

hello@kelseymcgrath.com



www.kelseymcgrath.com



(815) 954-8116



/kelseymcgrath/

Profile

Kelsey is a multi-hyphenated creative: writer, producer, performer, and administrator who is interested in advocating for a better world through meaningful, innovative communications. A progressive thinker specializing in the non-profit arts and culture sector, Kelsey partners with key stakeholders to articulate and distill a vision into an engaging and actionable plan that centers values, people, and goals.

Work Experience

Leadership Annual Giving Manager

The Field Museum | Chicago, IL | 2024 - Present

- Conceptualized, designed, wrote, and managed 10 different direct mail campaigns with varying material personalization across 6-8 donor segments and 10 email solicitation messages, reaching over 400 households
- Wrote and designed stewardship pieces, reaching over 1000 households each quarter
- Carried out highly personalized end of year solicitation and stewardship efforts in collaboration with the Major Gifts team
- Supported Founders' Council events through backend planning and management, promotional material creation, and creative stewardship
- Collaborated with the Director of Major Gifts to manage the Trustee Annual Fund year end fundraising processes
- Educated the Major Gifts team around the newly realized Individual Giving strategy through presentation and proposal materials
- Created and designed The Field Museum's *Giving Day Ambassador Handbook*, presenting information around messaging and best practices for effective Giving Day grassroots social media fundraising
- Implemented Institutional Advancement's Annual Proposal Process by working closely with the Director of Data Services and Major Gift Officers to import Annual Fund strategies for over 500 households
- Built and maintained an organized materials and communications system in Google Drive and Dropbox to optimize collaboration across teams for each direct mailing campaign
- Created and managed the Individual Giving team's "End of Year Call-A-Thon," engaging team members through motivational updates
- Regularly ideated with and gave feedback to Institutional Advancement's communications team around e-news and publications

Lead Project Manager + Producer

BLVE Consults | Chicago, IL | 2019 - 2023

- Project managed numerous assignments, coordinating with BLVE staff, clients, and collaborating consultants
- Wrote and managed grants for Teatro Vista, Chicago's Premiere Latinx Theatre, raising over \$600,000 in a year
- Managed and trained BLVE's administrative staff and collaborating consultants
- Lead a nation-wide Executive Search for Collaboration Theater Company's Executive Director
- Created the internal organizational processes for BLVE's recruitment efforts
- Built the internal data processes for BLVE's data assessment work
- Acted as Development Consultant for Teatro Vista Theatre Company to transition new leadership and staff
- Co-created and activated Individual Giving Plan with Teatro Vista Theatre Company
- Wrote and designed multiple new work proposals, in solo and collaborative capacities

Director of Development

Bramble Theatre Company | Chicago, IL | 2024 - 2025

- Developed and implemented fundraising approach and strategies to create and meet organizational goals, including a community engagement goal alignment structure and plan
- Event managed and activated a successful virtual auction campaign and post Festival of Unfinished Works reception, resulting in increased donations and community partner relationships
- Oversaw the creation of donor communications, such as event social media graphics and copy, newsletters, and personalized correspondence, keeping donors informed and engaged while practicing authentic and creative stewardship

Skills

Communication | Collaboration | Data Analysis | Project Management | Design

Technology

Google Suite | Raiser's Edge | Dropbox | InDesign | SquareSpace | Canva

Education

MS Leadership for Creative Enterprises, Northwestern University
BFA Theater Studies, BS Media Studies, University of Illinois at Urbana-Champaign