

Theresa M. Browning, CFRE

317-771-4358 * theresa.browning22@gmail.com

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CAREER SUMMARY

A self-starter who excels at relationship-building for results. Proven track record of increasing donations/sales. Experienced working with professionals in the legal, health care, higher education, government, and business sectors. Ten years of business development/sales experience in large and small shops, and 20 years of marketing and communications accomplishments. Managed amid organizational change - including mergers - at multiple organizations. Experienced solving management challenges. Accustomed to statewide operational plans and Midwest marketing campaigns.

CORE COMPETENCIES

Donor / Client identification, cultivation, and solicitation
Strategic fundraising/sales campaigns
Marketing for immediate & long-term results

Budgeting and resource maximization
Staff / Volunteer management
Public speaking, online and print communications

SIGNIFICANT ACCOMPLISHMENTS

Cumulative fundraising/sales exceeded \$3.4 million, or \$370,000 annual average, as sole producer. Marketing campaigns that resulted in a 40 percent increase in leads.

PROFESSIONAL EXPERIENCE

Indiana Bar Foundation, statewide market

Nine Years Selected Accomplishments:

- 2018 donations/sales increased 30 percent.
- 2017 acquired 36 percent new donors. Donor / Client retention at a high of 64 percent last year.
- Executed successful matching campaign at onset of 2009 recession.
- Managed two website re-design processes, online donation tools, and supervised social media strategy and content.
- More accomplishments available.

Planned Parenthood of Indiana/Kentucky, statewide market

Three Years Selected Development/Sales Accomplishments:

- Managed portfolio of 150 donors/clients at various stages in development/sales process.
- Cultivated / Solicited donors/clients in three regions consecutively for annual and capital campaigns.
- Exceeded goal by eight percent in second year in profession.
- Solicited three major gifts (\$15,000 - \$50,000) in \$7 million capital campaign at \$17 million organization. Those three donations were from small regional markets.

Seven Years Selected Marketing Communications Accomplishments:

- Managed media relations, corporate communications, and marketing during mergers, closures, litigation, product launches, and leadership changes.
- This \$17 million affiliate was the third largest nationally in patients served (100,000 annually).
- Created marketing campaigns that resulted in a 40 percent increase in leads.
- Completed 12-day training on coaching, communications, project management, and leadership.
- Managed media relations with journalists at *New York Times*, *Los Angeles Times* and NPR during crises, as well as news services such as the Associated Press and regional media.

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The Jackson Group, Indianapolis market

One Year Selected Accomplishments:

- Provided public relations counsel and services and participated in new business presentations at integrated marketing communications firm. Secured top-of-the-fold article for client in daily newspaper.

Purdue University, statewide and Midwest markets

Seven Years Selected Accomplishments:

- Marketed small wine industry in start-up venture.
- Increased product sales more than 160 percent and doubled the number of wineries.
- Directed creative production of industry logo still used today.
- Established relationships with tourism and retail partners for state and local initiatives.
- Secured articles in *Chicago Tribune*, *Louisville Courier-Journal* and local publications.

SOFTWARE

Experienced working in CRM databases, Microsoft Office Suite, Office 365 including SharePoint.

EDUCATION

B.A. Indiana University. Major: Journalism. Minor: Spanish.

MEMBERSHIPS, CERTIFICATIONS & VOLUNTEER EXPERIENCE

- Association of Fundraising Professionals/Indiana chapter. Board member and membership committee. Formerly vice-president membership (January 2018).
- Public Relations Society of America/Hoosier chapter.
- Purdue University Master Gardener/Morgan County chapter.
- Mt. Olive United Methodist Church. Attendee.
- CFRE – [Certified Fund Raising Professional](#).