



## Objective & Summary

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Apply my leadership and development skills to an organization that strives to make the world a better place. Excellent management and communication skills with a talent for cultivating long-lasting relationships with donors, clients, customers, and members. Highly motivated, outgoing and well organized.

## Skills

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Client/Vendor Relations..... Expert  
 Major Donor Cultivation ..... Expert  
 Special Event Development ..... Expert  
 Priority and Goal Management ..... Expert  
 Budget Development & Tracking..... Advanced  
 Short/Long Term Project Management..... Expert  
 Writing & Communications ..... Expert  
 Office & Google Suites, CRM Database ..... Advanced  
 Print Materials Development ..... Expert  
 Staff/Volunteer Management ..... Expert

## Experience

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| <p><b>Owner</b><br/> <b>Lauren Smith, Development &amp; Project Fundraising</b><br/>         Aaronsburg, Pennsylvania</p> <ul style="list-style-type: none"> <li>• Offering independent fundraising project management</li> <li>• Clients to date: Community Partnerships, Women’s Agricultural Network, Walnut Acres Foundation, Centre Region Down Syndrome Society</li> </ul>   | <p>May 2019 to present<br/> <i>1 year 6 months</i></p>    |
| <p><b>Director of Development</b><br/> <b>Pennsylvania Association for Sustainable Agriculture (PASA)</b><br/>         Millheim, Pennsylvania</p> <ul style="list-style-type: none"> <li>• Coordinated and led \$3M campaign to success in 2 years</li> <li>• Initiated Annual Fund; grew to \$350K</li> <li>• Established a full spectrum of special event fundraisers, including: benefit auctions, brand merchandising, local food dinners; 'Ways to Give' events, cycling events</li> <li>• Established major donor and board giving programs</li> <li>• Established board driven donor cultivation program, including prospecting</li> <li>• Launched unrestricted grant revenue program and grew to \$100K annually</li> <li>• Directed the annual conference for 15-years - establishing its national reputation</li> <li>• Developed and executed multiple sponsorships programs</li> <li>• Grew membership from 480 to 3,000+, at which time a coordinator was hired</li> </ul> | <p>Jan 1996 to Mar 2019<br/> <i>23 years 3 months</i></p> |
| <p><b>Sales Director</b><br/> <b>Penns Woods Organics - Independent organic produce distributor</b><br/>         Pittsburgh, Pennsylvania</p> <ul style="list-style-type: none"> <li>• Managed relationships with regional organic farmers</li> <li>• Responsible for all sales and new account acquisitions</li> <li>• Managed sales/buying projections and oversaw shipment traffic and dispatch</li> </ul>  | <p>Aug 1994 to Dec 1995</p>                               |

- Owner/Operator, Custom Seamstress** June 1992 to July 1994  
**Seams Perfect**  
 Irwin, Pennsylvania
- Specializing in custom bridal, formal and casual attire, home decor
- National Merchandise Director, Store Location Developer** Sept 1981 to May 1992  
**Greenpeace USA** 10 years 8 months  
 Boston MA, Key West FL, San Francisco CA, Washington DC
- Oversaw all US merchandising, including mail order and brick and mortar retail
  - Head buyer and product developer; formalized branded product development program
  - Opened retail stores in Provincetown MA, Key West FL, Santa Cruz & San Francisco CA
- Director of Product Development & Wholesale Strategy** Sep 1979 to Aug 1981  
**Wiz Kids, Originators of the Videoshirt®**  
 Martha's Vineyard, Massachusetts
- Obtained exclusive licensed rights in the US for video game images transferred to merchandise, including Space Invaders, Asteroids, Pac Man and Galaxian
  - Lead product developer
  - Developed and led the national wholesale distribution program
- Design Team Lead, Sales Manager** May 1977 to Aug 1979  
**Seven Seas Trading Company - Nepal and Afghanistan women's fashion importer**  
 Pittsburgh PA, Martha's Vineyard & Hyannis MA
- Led custom design line process through manufacture
  - Oversaw trade show and catalog sales program
  - Transitioned business to retail sales brick and mortar establishments

## Professional Training

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- Developing Major Gifts Short Course** October 2011  
 The Fundraising School, The Center of Philanthropy at Indiana University
- Complete Fundraiser Short Course I** June 2004  
**Complete Fundraiser Short Course II** June 2005  
 Institute for Conservation Leadership

## Community Service & Professional Associations

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- Pennsylvania Certified Organic (PCO)**  
*National Organic Certification Agency*  
 Newsletter Editor/Publisher, Board Member and Secretary
- PA Women's Agricultural Network (PA WAgN)**  
*Providing positive learning environments, networking, and empowerment for women*  
 Advisory Committee Member
- Penns Valley Conservation Association (PVCA)**  
*Preserving and protecting the region's watersheds, farmlands, and forests*  
 Volunteer, Membership & Fundraising Committees
- Association of Fundraising Professionals (AFP)**  
 Membership association that advocates and educates with tools, conferences and resources

## References & Letter of Recommendation

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Available upon request