



Objective & Summary

Apply my communication, design and development skills to an organization that strives to make the world a better place. Excellent outreach style with a talent for cultivating relationships. Highly motivated and well organized.

Skills

Event Development & Support..... Expert
 Communications: audience targeting, genre..... Expert
 Design: text, graphics..... Expert
 Print Materials Production Expert
 Office & Google Suites, Constant Contact Advanced
 Staff/Volunteer Management Expert

Experience

- | | |
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| <p>Communications Volunteer
 ChicoryLane Foundation
 Spring Mills, Pennsylvania</p> <ul style="list-style-type: none"> • Co-developed the ChicoryLane Style Guide and Theme identities • Designed and implemented electronic communications program • Contact Database: establishment, expansion, maintenance, response platforms • Materials: newsletter development, events communications, templates, flyers, writing, coauthoring, editing • Established and maintain image library • Event support & reporting • Communications liaison with outside organizations & entities | <p>June to December 2024</p> |
| <p>Director
 Centre Region Down Syndrome Society
 State College, Pennsylvania</p> <ul style="list-style-type: none"> • Hired to establish administrative systems and author 80-page turnkey manual • Designed & implemented electronic communications program • Transformed Sponsorship Program to year-round and increased revenue by 100% | <p>March 2022 to January 2024
 <i>1 year 11 months</i></p> |
| <p>Owner
 Lauren Smith, Development & Project Fundraising
 Aaronsburg, Pennsylvania</p> <ul style="list-style-type: none"> • Offering independent fundraising & communications project management • Clients to date: Community Partnerships, Women’s Agricultural Network, Walnut Acres Foundation, Centre Region Down Syndrome Society, ChicoryLane | <p>May 2019 to present
 <i>5 years 3 months</i></p> |
| <p>Director of Development
 Pennsylvania Association for Sustainable Agriculture (PASA)
 Millheim, Pennsylvania</p> <ul style="list-style-type: none"> • Coordinated and led \$3M campaign to success in 2 years • Initiated Annual Fund; grew to \$350K • Established a full spectrum of special event fundraisers: benefit auctions, | <p>Jan 1996 to Mar 2019
 <i>23 years 3 months</i></p> |

- brand merchandising, local food dinners; 'Ways to Give' events, cycling programs
- Established major donor and board giving programs
- Established board driven donor cultivation program, including prospecting
- Launched unrestricted grant revenue program and grew to \$100K annually
- Directed the annual conference for 15-years - establishing its national reputation
- Developed and executed multiple sponsorships programs
- Grew membership from 480 to 3,000+, at which time a coordinator was hired

Experience, Prior

Sales Director Penns Woods Organics	Aug 1994 to Dec 1995 <i>1 year 5 months</i>
Owner/Operator, Custom Seamstress Seams Perfect	June 1992 to July 1994 <i>2 years</i>
National Merchandise Director, Store Location Developer Greenpeace USA	Sept 1981 to May 1992 <i>10 years 8 months</i>
Director of Product Development & Wholesale Strategy Wiz Kids, Originators of the Videoshirt©	Sep 1979 to Aug 1981 <i>2 years</i>
Design Team Lead, Sales Manager Seven Seas Trading Company - Nepal and Afghanistan Imports	May 1977 to Aug 1979 <i>2 years 3 months</i>

Professional Training

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

Community Service & Professional Associations

- 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