

Sommer K. Brock, CFRE

248-722-5727 • sommerkbrock@gmail.com • [linkedin.com/in/sommer-brock-cfre-5a238b23](https://www.linkedin.com/in/sommer-brock-cfre-5a238b23)

DIRECTOR OF DEVELOPMENT

~Offering Fundraising Excellence in Fast-Paced, Demanding Environments~

- Energetic, articulate and detail oriented professional offering 15+ years of experience and education, along with an established ability to identify organizational needs, develop and implement comprehensive fundraising plans, cultivate and steward prospects, solicit individual, foundation and corporate gifts, plan special events, and manage donor databases.
- Solid fundraising and marketing skills with proven ability to establish strong relationships, quickly build rapport, establish trust, and motivate others.
- A quick learner, extremely reliable and able to complete multiple priorities and tasks simultaneously while surpassing expectations and meeting aggressive deadlines.
- Developed a reputation for taking ownership, stepping up to the plate, and personally seeing all tasks and assignments through to completion.
- Technically proficient with a broad range of software programs including, but not limited to, Raiser's Edge, eTapestry Fundraising Software, Salesforce, Senior Systems, FirstClass, InDesign, Outlook, PowerSchool and Microsoft Office applications.

Areas of expertise include:

- Major Donor Cultivation & Solicitation
- Planning & Organizational Skills
- Problem Solving & Analytical Skills
- Process Improvement
- Annual Fund
- Special Events
- Corporate & Foundation Relations
- Board Development

VOLUNTEER SERVICE

Association of Fundraising Professionals

Greater Detroit Chapter President – Elect - 2020

National Philanthropy Day Event Chair – 2017
Increased event revenue from \$18K to \$70K

IDEA (Inclusion, Diversity, Equity and Access)
Committee Vice-Chair - 2019

Mentorship Committee – since 2014

Program Committee Member – 2016

National Philanthropy Day Awards Committee -
since 2017

Leadership Oakland

Fund Development Committee – since 2017

Pontiac Community Foundation

Board Member – since 2019
Grants Review Committee – 2019, 2020

The Art Experience

Board Member - since 2017
Fundraising Committee – since 2017

Identify Your Dream Foundation

Board Member - since 2017

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PROFESSIONAL EXPERIENCE

CRANBROOK HORIZONS-UPWARD BOUND • BLOOMFIELD HILLS, MI

4/2017 – PRESENT

DIRECTOR OF DEVELOPMENT

Non-profit, educational and cultural organization

- **Developed and implemented a comprehensive fundraising program for HUB**, including annual giving, corporate, foundation and government support, endowment, major and planned giving, and special events, providing more than one million in annual support for the Horizons-Upward Bound program.
 - **Raised more than \$400,000** for HUB Endowment in honor of 55th Anniversary.
 - **Exceeded annual fund revenue** goals by 10% over prior fiscal year.
 - **Created a grant budget management system** that improved communications with corporate and foundation funders by tracking grant dollars and their program designations.
 - **Incorporated a volunteer management system** that increased the number of available program volunteers, their effectiveness and their contributions (time and money) to the organization.
- **Implemented a comprehensive donor stewardship program** to segment donor groups and provide donor-centric communications based on giving, to enhance and increase donor commitment.
 - **Involved members of the board of directors** in a donor thank-you call program that led to increased donations and board member engagement.
 - **Amplified donor commitment by providing** donor-centric communications that highlight the impact of their financial contributions on programs.
- **Coordinated a community-wide annual fund program** for all Cranbrook divisions including Cranbrook Center for Collections and Research, Cranbrook Art Academy and Museum, Cranbrook Institute of Science, Cranbrook Schools and Horizons-Upward Bound.
 - **Worked with vendor to negotiate contract for services** that improved economies of scale, led to cost savings for the organization and increased donor satisfaction.
 - **Provided real-time data about overlapping mailing lists** that improved timing for appeal distribution and dispelled internal myths about perceived donor overlap.
 - **Worked with fundraisers from each Cranbrook division** to implement annual fund and donor communication best practices that led to improved donor experiences across all divisions.

DETROIT ZOOLOGICAL SOCIETY • ROYAL OAK, MI

7/2014 – 4/2017

MANAGER OF ANNUAL GIVING PROGRAMS

Non-profit, animal welfare organization

- **Planned and implemented a comprehensive giving program for the Detroit Zoo Fund (annual fund), Renaissance Circle (philanthropic membership program)** and other annual programs providing 1.3 million in general operating support to broaden the donor base and funding for the Detroit Zoological Society.
 - **Increased annual giving revenue** by 24% from 2014 to 2015.
 - **Increased membership in the Renaissance Circle philanthropic program** by 15 households and increased revenue from same demographic by 16%.
 - **Designed and implemented** a successful Giving ZooDay campaign that raised more than \$25,000.
- **Developed and implemented updated processes** for symbolic animal adoption program, nature paver program and zoo experiences, leading to an increase in program revenue and ease in donor fulfillment.
- **Developed a donor stewardship program** utilizing organization volunteers to acknowledge support and thank donors, leading to increased donor commitment and satisfaction.

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PLAYWORKS • DETROIT, MI DEVELOPMENT MANAGER

7/2012 – 7/2014

Non-profit, public service organization

- **Plan, coordinate and execute all tasks associated with Fund Development, Donor Cultivation and Solicitation, and Special Events**, including corporate sponsorships, foundation grants, annual and special appeals, event planning and execution, and database management.
- **Doubled attendance at signature annual event**, resulting in a \$125,000 increase in revenue from individual donations and sponsorships by empowering board of directors and organization volunteers. Additionally, the following year, attendance was increased by 33% and event revenue doubled.
- **Increased corporate and foundation revenue by \$50,000** in six months by identifying new grant and sponsorship opportunities and implementing an appropriate corporate relations strategy for the organizations' top 30 corporate prospects.
- **Increased community exposure, organizational volunteers, board member and major donor prospect pool** by implementing weekly, mission-centered site-visit tours at Playworks partner school locations, creative prospect research, site-visit follow up and appropriate community outreach efforts.

SOCIETY OF ST. VINCENT DE PAUL • DETROIT, MI MANAGER, MARKETING & SPECIAL EVENTS (9/2011–7/2012) DEVELOPMENT OFFICER (12/2010–9/2011)

12/2010 – 7/2012

Non-profit, human service organization

- **Planned, coordinated and executed all tasks associated with Fund Development, Marketing and Events**, including corporate sponsorships, foundation grant submissions, annual appeals, event planning and execution, website content management and development, database management and press releases.
- **Worked closely with board of directors**, volunteer committees and advisory groups to implement special events prospect corporate partnerships and cultivate and solicit major donors.
- **Designed and implemented a successful marketing strategy** consisting of communication and marketing plans, branding, increased visibility, ensuring marketing standards and consistency of materials all while building relationships with local media, businesses and corporations.
- **Managed and created content for external communications** including monthly and quarterly electronic newsletters, annual report, marketing materials, website and advertising content. Developed materials for successful appeals by mail including annual appeal, spring appeal, camp appeal, utility appeal and other minor appeals by creating mission-based donor solicitation and acknowledgement materials.
- **Exceeded budgeted revenue goals for annual walk, annual banquet and annual golf outing**, resulting in an additional \$40,000 in revenue, while actively pursuing mission appropriate third-party events and relationships that add value and revenue to the current special events program.

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FRANKEL JEWISH ACADEMY • WEST BLOOMFIELD, MI

8/2004 - 12/2010

DEVELOPMENT SPECIALIST (12/2009 – 12/2010)

DEVELOPMENT ASSISTANT (12/2004 – 12/2009)

FRONT OFFICE RECEPTIONIST (8/2004 – 12/2004)

Non-profit, private high school

- **Collaborated with umbrella organization to implement successful \$8.5 million Capital Campaign.**
 - Developed donor recognition plan with lay leadership.
 - Provided for accurate pledge and gift acknowledgement.
 - Successfully cultivated individual donors to transition to capital donors.
- **Directed individual giving campaign**, including planning, solicitation, and stewardship for special, endowment, and annual giving donors.
 - Implemented major gift program by empowering professional and lay leadership and facilitating the cultivation of major gift prospects.
- **Coordinate, develop, and implement, with lay leadership and volunteers, all aspects of \$1.3 million Annual Fundraising Campaign**, while actively pursuing discovery prospects for future leadership donors to FJA.
 - More than doubled participation of grandparent constituency in annual campaign by developing and implementing successful cultivation and solicitation strategies including events.
 - Developed and implemented alumni giving campaign.
 - Increased staff campaign participation to 100%.

EDUCATION/TRAINING/CREDENTIALS/AWARDS

OAKLAND UNIVERSITY•ROCHESTER, MI

Nonprofit Management Certificate, October 2020

INDIANA UNIVERSITY LILLY FAMILY SCHOOL OF PHILANTHROPY•INDIANAPOLIS, IN

Developing Major Gifts Course, April 2018

UNIVERSITY OF MICHIGAN•ANN ARBOR, MI

Bachelor of Science

Dean's List

Leadership Oakland Cornerstone Program Graduate
LOXVII Cohort, 2017

Certified Fund-Raising Executive (CFRE) Certification 2017

Association of Fundraising Professionals
Member since 2012
President's Award Recipient - 2018

Oakland County Elite 40 Under 40 Class of 2018

Business Writing and Grammar Certification

Advanced Microsoft Excel Certification