

Rachel M. Decker

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SUMMARY OF QUALIFICATIONS

- Executive offering a Masters of Public Policy and Administration and more than 20 years of experience in fundraising, communications/marketing, and board development
- Results-driven collaborator with proven success in building strong, lasting relationships with key stakeholders and other centers of influence
- Articulate, verbal and written communicator with experience in brand management, marketing strategies, and communication vehicles
- Versatile, highly adaptable program manager who emphasizes strategic decision making and the effective utilization of internal and external resources
- Experienced leader with a reputation for setting high standards, solving problems and achieving goals

CORE COMPETENCIES

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|---------------------------|-----------------------|----------------------------|
| • Fund Development | • Marketing | • Budget Development |
| • Strategic Planning | • Social Media | • Capital Campaigns |
| • Relationship Management | • Project Development | • Grant & Proposal Writing |
| • Public Relations | • Event Planning | • Staff Supervision |

PROFESSIONAL EXPERIENCE

Detroit Philanthropy LLC Founder and President

2017 – present

- Provide personalized philanthropic advisory services to individuals, private foundations and companies to ensure their charitable vision is fully realized, resources are maximized, and meaningful impact is generated
- Help nonprofits increase revenue by developing and implementing effective fundraising campaigns, integrating marketing and public relations techniques, and providing expertise in board engagement and accountability.
- Oversee all business services including lead identification, proposal submissions, firm marketing, relationship management and budgeting

HAVEN

2012 - 2016

Executive Director of HAVEN Foundation, 2014 – 2016

Director of Development & Capital Campaign, 2012 – 2014

- Executed the agency's largest capital campaign, which exceeded the \$5 million goal by 8%
- Provided leadership and strategic direction required to implement all annual fundraising campaigns and events, which generated nearly \$1.5 million each year
- Maintained the organization's overall external image by utilizing marketing and public relations strategies, overseeing social media and website content, and managing the development of agency-wide print and electronic collateral
- Helped ensure the agency's mission driven effectiveness, participated in macro-level advocacy efforts, and contributed to operational and strategic planning decisions
- Directed all activities related to the HAVEN Foundation including recruitment and orientation of new trustees, annual budget preparation, and creation of strategic partnerships
- Supervised, trained, and evaluated three development staff and various interns/volunteers

Ave Maria University**2009 - 2012****Associate Vice President for Institutional Advancement, 2011- 2012****Director of Major Gifts, 2009-2011**

- Led the University's annual giving, major gift, and planned giving programs which included annual revenue of \$8-\$10 million and the cultivation and solicitation of 2,000 major donors
- Assisted with management of \$80 million capital campaign by implementing appropriate solicitation strategies and monitoring progress towards goal
- Implemented a comprehensive moves management program to oversee strategy development and execution for the identification, cultivation and solicitation of donors
- Provided strategic direction, oversight and training to eight personnel
- Served as the primary liaison to the 60 member President's Council and ensured their active participation in fundraising and friend-raising activities
- Worked directly with the Chancellor and the President to coordinate their fundraising efforts and maintain relationships with key supporters and other centers of influence
- Assisted with University-wide marketing initiatives in support of fundraising goals

Vista Maria, Manager of Individual and Major Gifts**2006 - 2009**

- Developed and executed all acquisition, cultivation, solicitation and stewardship strategies associated with the major gifts program
- Oversaw annual fund, donor database, donor acknowledgement process and support staff
- Assisted with and provided strategic oversight to marketing efforts and special events

Detroit Police Athletic League, Fund Development Director**2005 - 2006**

- Developed and implemented fund development strategies, campaigns and events
- Solicited and secured donations from individuals, corporations and foundations
- Managed direct mail, donor records and acknowledgments

Common Ground Sanctuary, Development Associate**2003 - 2005**

- Pursued funding from individuals, corporations, foundations and community groups
- Coordinated special events and fundraisers
- Managed activities and communications related to the Board of Directors

Oakland County Council Against Domestic Violence**1999 - 2003****Director, 2001-2003 Assistant Director, 1999-2001**

- Planned and implemented community meetings, seminars, special events and fundraisers
- Supervised over 200 volunteers and managed their participation in committee work

EDUCATION

- **Michigan State University**, Masters in Public Policy and Administration, Specialization in Nonprofit Policy and Administration, 2003
- **Alma College**, Bachelors of Arts, Major in Political Science, 1999

PROFESSIONAL ACTIVITIES

- Board Member and Vice Chair, Playworks Michigan
- Member, Association of Fundraising Professionals Detroit Chapter
- Graduate, Leadership Collier Class of 2012