

LAURA TOMASSI-MILLER

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CURRENT WORK

TOMASSI-MILLER STRATEGIES LLC

June 2017-Present

Helping nonprofits and social enterprises solve long-term challenges through impact measurement, capacity building, and programmatic stability and sustainability. Past and present clients include Detroit Regional Chamber Board Leadership Program, Development Centers (Detroit), GreenLight Fund Detroit, North Star Reach (Ann Arbor), Therapeutic Riding Inc. (Ann Arbor), Dear Jack Foundation (Denver) and Gingras Global.

GRADUATE SCHOOL EXPERIENCE

IFF Detroit, MI/St. Louis, MO

2018-2019

Community Development Financial Institution serving the Midwestern United States

MBA Intern

- Supported staff in project management for \$100-million Detroit project Hope Starts Here/\$5-million St. Louis project PRO Neighborhoods in partnership with corporate funders
- Researched and analyzed over 75 prospective donors for the Southern Region to support new business development and community outreach strategy for region
- Drafted financial spreads and loan recommendation summary memos in support of Southern Region's lender

SOCIAL ENTREPRENEURSHIP AND INNOVATION LAB St. Louis, MO

2018

Washington University center to create a culture of innovation on campus to tackle complex social problems

MBA Program Manager

- Developed and presented curriculum for Idea Phase class for students and community members to build social ventures from the idea phase to product phase in collaboration with cross-campus departments

ARCH GRANTS St. Louis, MO

2018

501c3 with mission to build a new economy in the St. Louis region by attracting and retaining innovative entrepreneurs

MBA Intern

- Planned the organization's first *Merge Summit*, bringing over 100 regional leaders together to explore how society is changing and the role of business and nonprofit sectors in that change

FULL-TIME EXPERIENCE

RICHNER + RICHNER, LLC Ann Arbor, MI

March 2016-June 2017

Strategic fundraising consulting firm serving social impact organizations in the U.S.

Consulting Analyst

- Managed portfolio of 12+ clients as the lead contact to train staff and implement strategies created by firm
- Developed comprehensive multi-year strategies for non-profit clients, in various stages of implementation
- Conducted quantitative and qualitative data collection and analysis including market research, individual interviews/focus groups, brand reviews, and financial analysis to launch client engagements
- Compiled and presented findings and recommendations to executives
- Sample client list: Ele's Place (statewide), Michigan Humane Society, Ozone House, SOS Community Services, Older Persons' Commission

NORTH STAR REACH Ann Arbor, MI

May 2013-March 2016

Start-up 501c3 raising \$26.2M to build a camp for children with serious health challenges in the Great Lakes Region

Associate Director of Development

- Planned and executed organization's annual development calendar from scratch, including the launch of a signature event which increased events income 450% through sales of comprehensive sponsorship packages in inaugural year
- Led Executive and Senior leadership team of in prospect review meetings to identify major donors capable of gifts from \$5,000 to \$10,000,000+ and strategically plan each solicitation to secure 50% of organization's annual revenue
- Created new acquisition strategy leading to 86% increase in new donors making a philanthropic gift to organization

ARBOR HOSPICE FOUNDATION Ann Arbor, MI**May 2012-May 2013**

Provides philanthropic support to 501c3 Arbor Hospice to deliver end of life care to residents in Southeast Michigan

Annual Giving Specialist

- Recruited and managed a committee of over 20 volunteers to plan organization's largest fundraising gala for over 360 guests and 30 volunteers to raise over \$175,000 for the agency
- Organized the production of organization's annual mailings and online communications to maintain annual funding, including the development of two initiatives to engage new constituencies including employees and grateful families

EDUCATION**WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL****May 2019**

Master of Business Administration Candidate

- Forte Fellow for Women MBA's | Co-Chair, Impact Investing Symposium

UNIVERSITY OF MICHIGAN, COLLEGE OF LITERATURE, SCIENCE & ARTS**April 2012**

Bachelor of Arts, Sociology & Women's Studies

- Executive Director, Dance Marathon at the University of Michigan

ACTIVITIES & CERTIFICATIONS

- Board Member/Program Committee Chair of Association of Fundraising Professionals - Greater Detroit Chapter (2015-2017)
- Co-Founder and Board Member of Washtenaw County Chapter of Young Non-Profit Professional Network (2012-2014)
- Certified Fundraising Executive (CFRE)

TOMASSI-MILLER STRATEGIES LLC

Consulting Projects

Greenlight Fund Detroit – a local branch of a national venture philanthropy organization seeking to transform the lives of children, youth and families in high-poverty urban areas. My work with GLF focuses on their second local investment, a partnership with Detroit Public Schools Community District (DPSCD) to seed fund the New Teacher Center (NTC) here in Detroit consulting on:

- Stewardship strategies for Fund I investors/donors
- Cultivation strategies for Fund II investors/donors (to begin later this year)
- Messaging for donors and prospective donors both for direct communication as well as for upcoming public introduction of program at major invite-only event on March 18, 2020
 - Crafting corporate sponsorship materials
 - Developing scripts, printed materials, video messaging for event
- Maximizing leverage of public event to lay groundwork for Fund II solicitations

Development Centers Inc. – a nonprofit serving Northwest Detroit helping children, adults and families live healthier, happier lives through behavioral health services, early childhood programs, adult employment, and more. My work with DCI focused on building the capacity and success of the development department through:

- Major gift strategies and trainings for high net worth individuals and foundations
 - Strategies to leverage the board for fundraising efforts
 - Strategies for prospect research, prospect review, moves management, cultivation, solicitation, and stewardship
- Improving development department infrastructure including strategies to leverage donor database and improve gift processing
- Supported recruitment and hiring of Development Manager to bring department from 1.0 to 2.0 FTE

Similar projects to ramp up an organization's development efforts include:

- **Dear Jack Foundation** – foundation supporting initiatives and providing quality of life programming to directly benefit adolescent and young adult cancer patients, survivors, and their families.
- **North Star Reach** – a camp serving children with serious health challenges and their families from the Great Lakes Region.

Additional non-fundraising related projects include board training and development (Detroit Regional Chamber Board Leadership Program) and social enterprise/impact measurement with Gingras Global.