

# Stephanie E. Saville

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## Experience

- 2/2020 – Present      Guiding Force Consulting, LLC      Warren, MI  
**Owner**
- Work with clients to revamp donor database, or if needed, implement a new donor database. Work includes discovery, customization/build and experienced-based training
  - Execute fundraising activities for contracted non-profit partners, including fundraising campaign consulting, event planning, management of committees, and participant communications
  - Execute administrative activities for contracted partner who provides services for area non-profits. Activities include research, written fundraising correspondence, social media campaigns and creation of marketing materials
- 7/2016 – Present      Easterseals Michigan      Auburn Hills, MI  
**Director of Development**
- Develop and execute a comprehensive strategic fundraising plan, including the annual campaign, special event revenue and in progress of developing a major gifts program
    - Manage gross revenue budget of \$2.39MM
    - Nearly doubled annual Gala net revenue from FY17 to FY20 (by 94% or \$40,000)
  - Create and implement a donor cultivation, solicitation and stewardship plan for individual giving, corporate sponsors, staff donors, board members and Miracle League supporters
    - Increased annual campaign revenue by \$10,000 (or 13.5%) from FY17 to FY18
    - Secured new third-party campaign resulting in \$34,000 of new revenue in FY18
  - Identify prospective Board of Director members; and develop/support current board members
  - Track local Foundation opportunities and apply for local program grants
    - Secured \$40,000 grant within first 90 days at Easterseals; Secured \$25,000 COVID-19 grant
  - Develop donor database tracking process and reports for use in fundraising analytics
    - Acted as lead on Salesforce implementation team and current Certified Salesforce System Administrator addressing department database needs and challenges
  - Solicit, steward and recommit corporate sponsors for various organization-wide opportunities
  - Supervise and manage fundraising staff and key community volunteer leaders to reach revenue and performance goals
- 6/2015 – 6/2016      HAVEN      Pontiac, MI  
**Development Manager**
- Executed annual campaign initiatives, including direct mail solicitations to donors, eNewsletters and corporate fundraising initiatives
  - Supported the execution of all Capital Campaign initiatives, including donor stewardship
  - Implemented the annual Gala and Tailgate Party, HAVEN's signature fundraising events, including: management of committees and event volunteers, recruitment of sponsors, coordination of logistics, handling of all event promotions and development of the budget
  - Presented to local companies and community organizations to spread awareness and solicit support
  - Developed marketing materials and assisted with social media strategy and communications

- 7/2014 – 6/2015      Children’s Hospital of Michigan Foundation      Detroit, MI  
**Special Events Officer**
- Prospected and secured sponsors for signature events; recruited and managed event volunteers
  - Managed cause related marketing campaigns, including Tim Horton’s Smile Cookies, Spirit Halloween icons and Garden Fresh Gourmet proceeds
  - Managed third-party events, assisted supporters in reaching their fundraising goals and adhering to Foundation policies
- 2/2008 – 7/2014      The Leukemia & Lymphoma Society      Madison Heights, MI  
**Campaign Director, Light The Night Walk & Leukemia Cup Regatta**
- Managed Walk campaign with an annual budget of \$600,000 through three southeast MI walk sites
  - Grew gross campaign event revenue by \$285,782 (114%) for Walks in Troy, Ann Arbor and Wyandotte; and by \$18,000 (30%) for four southeast MI Leukemia Cup Regattas
  - Recruited, developed and managed new board members, Executive and Planning committee members
  - Supervised and managed campaign staff to exceed revenue and performance goals
  - Developed strategic plans and timelines for campaigns, including ways to exceed goals, reduce expenses and identify areas for growth opportunities; managed annual budget and monthly forecasts
  - Prospected, secured, stewarded and managed relationships with corporate partners, including: sponsorship, corporate fundraising teams, retail partners, media partners, in-kind donors and C-suite volunteers serving on the Executive Committee and as Corporate Walk Chairs
  - Acted as lead in planning, organization and execution of Walk and Regatta logistics, including all campaign-related events
  - Developed and executed campaign marketing and promotions, media correspondence and social media communications, and developed and carried out campaign communications to fundraising participants
- 5/2007 – 2/2008      Muscular Dystrophy Association      Farmington Hills, MI  
**Interim District Director/Program Coordinator**
- 6/2000 – 5/2007      Davenport University      Warren, MI  
**Admissions Representative**

## *Education*

Davenport University      Warren, MI  
**Master of Business Administration, with Honors**, Major: Strategic Management  
**Bachelor of Business Administration, with Honors**, Dual Major: Marketing & Management  
**Associate of Business Administration, with High Honors**, Major: Marketing

## *Professional Affiliations*

2018 – Present      Auburn Hills Chamber of Commerce – Serve on several committees

2017 – 2018      GreyHeart Greyhound Adoption – Fundraising committee

2017 – 2018      Leadership Oakland Class of XXVII

2011 – 2017      American Business Women’s Association – 2016 Woman of the Year & Top Ten Nominee

2010 – 2014      Troy Chamber of Commerce – Non-Profit Network Committee (2013 Chair)

2008 – 2009      Leadership Ann Arbor Class of 2009