

JENNY WILKERSON

NONPROFIT LEADER

CONTACT

- 📞 971-202-1239
- ✉️ jenny@twomountains.us
- 🌐 www.twomountains.us
- 📍 Vancouver, Washington

EDUCATION

Master of Arts
Claremont Graduate University

English Literature and Creative Writing

Bachelor of Arts
Saint Mary's College of CA
English Literature

Certified Fundraising Executive (CFRE)

PROFESSIONAL DEVELOPMENT

Academic Library Advancement and Development Network (ALADN)

- Conference Co-Chair
- 3x Presenter

Member: Association of Fundraising Professionals of Oregon and SW WA

VOLUNTEER

- YWCA of SW WA
- FC Salmon Creek Soccer
- Columbia Dance Studio
- Downtown Vancouver Rotary Club

PROFILE

An experienced fundraiser with a commitment to the people and places of the Pacific Northwest. A leader with a growth mindset, that hits ambitious goals, and finds joy in every day. Once called the "Ted Lasso" of a past organization, she believes in working together, lifting each other up and doing all we can to make a difference for our communities.

EXPERIENCE

Consultant 2024-current
Two Mountains Nonprofit Consulting, Principal

- Providing support for local nonprofits with specialty focus on donor pipeline development, major gift strategy, campaign planning and readiness, and staff coaching.

Advancement Director 2021-2024
Columbia Land Trust

- **Directed the Development team** (6 FTE) (grants, events, database management, major gifts, annual giving)
- **Directed the Communications team** (2 FTE) (content, production, social media, media relations, marketing)
- Annual unrestricted fundraising \$2M annually in addition to restricted gifts ~\$1M annually
- **Campaign Director for first-ever capital campaign with \$20M fundraising goal**
- Served on executive leadership team

Development Officer
PeaceHealth Southwest Foundation

- Raised \$1M annually
- **Managed prospect strategies** and process for major gift team
- Managed the **Giving Strength Cancer Campaign which raised \$4.8M**

Annual Giving and Communications Manager

2014-2016

Legacy Health

- Managed the annual giving and communications needs for **six hospital foundations, Unity Center for Behavioral Health and system-wide giving programs.**
- Managed 2 FTE and raised ~\$700,000 annually; a part of the leadership team.
- Responsible for department budget, working with vendors.
- **175% revenue increase from 2013 to 2014**
- **54% increase in employee giving**
- Created a new website from scratch for the Unity Center for Behavioral Health launch

Director of Library Development

2010–2014

Portland State University

- **Created a new library development program** which included major and planned gifts, communications, annual giving, events and donor stewardship.
- **\$1M raised for the library including \$170,000 gift, and \$250,000 planned gift.**
- Launched the first-ever Library Faculty Staff Giving Campaign
- Conducted a comprehensive in-house data project to identify past library student employees, retirees and emeriti.
- Created and funded the **Special Collections Research Fellowship - *the first-ever of it's kind in the nation*** to support one graduate student with full tuition
- Concurrently fundraised for the College of Liberal Arts and Science in 2012

Director of Development

University of California, Irvine Libraries

2008-2010

- Manage team of 2 FTE
- Direct all development activities (events: 20 per year; annual giving, major gifts, comms)
- **FY09 closed under budget after buffering 12% mid-year cut; FY10 met fundraising goal after absorbing additional 20% budget decrease.**
- Secured \$500,000 cash gift
- Secured a Retained Life Estate gift at \$1.2M
- **Identified library student employees and created an “alumni” network for future giving opportunities**
- Led Library planning as part of the University's \$1B Campaign

Major Gift Qualification Officer

University of California, Irvine

2007-2008

- Created the first-ever **centralized qualification program** to support major gift pipeline
- Qualified prospects via phone to secure personal visits
- Program success resulted in long-term pipeline development, and qualification metrics for gift officers

Assistant Director of Annual Giving

Claremont Graduate University

2004-2007

- Managed all direct mail and phonathon programs for schools, as well as unrestricted university-wide funds
- Responsible for department budget, HR for student callers, working with vendors.
- Strategy and solicitation for growth of **leadership giving program**
- Communications responsibilities: newsletters, website