

AIMEE WHITE

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EXPERIENCE

Donor Stewardship Officer, 7/2022 - present

Planned Parenthood Great Northwest, Hawai'i, Alaska, Indiana, Kentucky - Remote office

As part of development operations, I work with both annual giving and philanthropy teams to create the strategy and content to keep donors connected to the organization.

- Project management lead for donor events.
- Develop short term and long term donor communication plans with goals to increase donor retention, engagement, and financial contributions.
- Develop, monitor, and analyze metrics of donor activity.
- Create donor communications for print and digital use, including design and copy.

Sales Order Management - Order Review Analyst, 8/2021 - 7/2022

Cleveland Cliffs – East Chicago, IN

As part of the team who initializes orders for eight mills across the country, I entered and updated information in SAP to ensure customer's orders were correct and timely. I worked to provide solutions to processing issues and fine tune standard operating procedures.

- Processed high-volumes of orders and revisions within SAP and integrated systems.
- Reviewed, categorized, prepared incoming purchase orders and client communications to determine what action was needed and electronically processed.
- Learned plant processes, product characteristics and systems requirements.
- Built strong relationships with internal customers.
- Managed workload and proactively prepared workload for the team to meet metrics.

Regional Philanthropy Officer, 2/2021-8/2021

American Red Cross – Indiana

- Worked with the statewide team to develop and execute regional strategy for qualifying, retaining and, recapturing individual and corporate donors.
- Solicited assigned donors face-to-face and virtually including preparation of personalized materials.
- Maintained donor records within the database.
- Participated in disaster relief fundraising projects as appropriate.

Philanthropy Officer, 1/2019 to 3/2021

University of Washington, KUOW – Seattle, WA

I worked with a portfolio of approximately 150 individual donors to fulfill their annual and transformational philanthropy, focusing on identifying, qualifying and stewarding a pipeline of individual donors. I also prepared grant proposals for local and national foundations.

- Increased annual and transformational giving through multi-channel strategies.
- Qualified and solicited donors with capacity to give \$25,000 or more.
- Collaborated with a team to establish development strategies.
- Created marketing materials, annual reports and events for cultivation and stewardship.

Associate Director of Development, 5/2016 to 1/2019
Bellevue College – Bellevue, WA

Using donor information and giving trends, I developed an annual plan that shifted communication with donors. I also created a student philanthropy and stewardship programs, as well as an employee giving program. Results included fourfold growth in targeted giving and an eight percent increase in annual retention.

- Analyzed data to evaluate performance against organization and industry benchmarking.
- Planned and led annual campaigns, including designing marketing and fundraising collateral and developing production timelines.
- Produced digital campaigns.
- Represented the department on the college's Resources and Planning Governance Council.
- Served as the Raiser's Edge / NXT database administrator.
- Maintained Foundation website and updates.
- Supervised coordinator who managed data entry and donation processing.

Development and Marketing Director, 6/2015 to 5/2016
United Way of Deschutes County – Bend, OR

I focused on donor acquisition, cultivation and stewardship through building a development and outreach strategy which tripled employee engagement in workplace campaigns and stabilized revenue. I worked with volunteers and businesses in the community, was the organization spokesperson and served on the KTVZ Cares for Kids committee.

- Coordinated and trained volunteers, directed workplace campaigns and managed 100 corporate and 60 individual portfolios with capacity to give \$10,000 and above.
- Designed marketing materials, wrote press releases and recorded radio and television PSAs.
- Planned and programmed all events.

Membership Director, 5/2012 to 1/2015
Lakeshore Public Media – Merrillville, IN

I produced all aspects of the membership and individual giving department operations, including on-air, direct mail and digital fundraising, donor stewardship, events and marketing, as well as provided customer service to members. Through fine-tuning messaging, learning donor interests and properly communicating mission and impact, the department saw a 13 percent gain in overall revenue, a 25 percent increase in retention and radio membership triple.

- Started a major giving program strategy, as well as developed marketing collateral.
- Secured grant funding for community events and leveraged business partnerships for sponsorships.
- Served as the database administrator, managed donation processing and reconciled revenues and expenses with accounting.
- Maintained membership webpages and functions.
- Supervised membership assistant.

EDUCATION

Governors State University – Bachelor of Arts, Media Communications