

Holly L. Woodbury
Phone: 303-618-5982
Email: hwoodbury@msn.com

*Dynamic nonprofit leader, strategic thinker, coach, and advocate;
Connecting people and resources to causes that inspire them*

Industry Knowledge

*20+ years of experience in resource development leadership, management, and coaching
at the local, state, national, and international level.*

- Building fundraising capacity
- Soliciting major gifts
- Recruiting and managing volunteers
- Identifying in-kind resources
- Researching and launching social enterprises
- Creating communications strategies
- Establishing strategic partnerships
- Recruiting exceptional leaders

Professional Experience

Collective Strategies, LLC, Nonprofit Strategic Planning & Coaching

Strategist – Coach – Advocate – Public Speaker

2016-present

- Leadership Coaching
- Board Training
- Fundraising Strategy
- Board and Leadership Recruitment
- Strategic Planning
- Communications Strategy
- Strategic Partnerships
- Interim Development Leadership
- Management Consulting
- Seminars and Workshops

Current and Recent Projects:

Health Information Project

Strategic Fundraising and Board Development Coach, 2018-present

First Serve Miami

Strategic Fundraising and Professional Development Coach, 2018-present

Radical Partners, Social Enterprise Bootcamp and Leadership Lab

Lead Coach, 2017-present

Miami-Dade County District 8, Nonprofit Academy

Resource Development Facilitator, 2017-2018

The Children's Trust and Catalyst Miami, Small CBO Capacity Building Institute

Capacity Building Coach and Resource Development Instructor, 2016-present

Stella's Child, internationally recognized NGO for workforce development for disadvantaged Indonesian youth

Management Consultant

2015-present

- Onsite and remote with Stella's Child in Indonesia in direct support of the Founder to build out innovative management tools for **leadership development**, business and strategic planning, fiscal management, community engagement, **strategic partnerships**, board development, fundraising (local and USA), marketing and communications, volunteer outreach, program evaluation, research, and **social enterprise**
- Outcomes to include strategic plan for program expansion, communications strategy, program and **impact metrics**, and **financial solvency**

Chapman Partnership, *largest provider of emergency services to the homeless of Miami-Dade County*
Vice President, Development and Marketing (External Relations, Fundraising, and Board Management)
2010-2016

- Executive leadership team member with **direct management of \$14M development budget, creation and implementation of organizational strategic plan, communications strategy, and program expansion**
- Driving force for strategy creation and execution related to all elements of donor development, marketing, community outreach, social media, and volunteer management including Board of Directors (**20,000 volunteers**)
 - Stewarded six and seven figure major gifts and **grew revenue annually by 12%**
 - Spearheaded annual gala to **record attendance and revenue** at 850 guests and \$1.8M raised
 - Led executive leadership team in creation and execution of integrated rebranding campaign to include **\$500K launch budget** and **key messaging for 60 member Board of Trustees**
- Developed and implemented new initiatives to increase revenue while minimizing budget impact
 - Created women's initiative of 100+ membership and \$200K raised while also **growing young professional's initiative by 150%**
 - Led in-kind recruitment and **distribution of \$1M+ value to over 4,000 homeless residents**

Denver Parks and Recreation, *after-school achievement and active recreation opportunities for youth*
Development Director
2009-2010

- **Built \$3M development giving strategy** including staffing model for newly created department within the City & County including creation of key messages, partner communications, product sales, and committee structure
- Senior management tasked with **program evaluation**, logic models and priorities
- Initiated all prospecting, cultivation, acknowledgement and recognition of individuals, corporations, private foundations, and government grants
- Fostered innovative funding programs that built coalitions and **formed collaborative partnerships** with nonprofit and intra-governmental agencies

Metropolitan State University of Denver, **Adjunct Professor**, Nonprofit Administration Program
Financial Accountability & Organizational Controls for Nonprofits
2008-2010

Women's Bean Project, *social enterprise with global sales presence for chronically unemployed women*
Director of Development and Marketing
2005-2009

- Drove cause-related strategic marketing, public relations, communications, direct mail, and social media
- Managed donor and sponsorship acquisition, cultivation, and planned giving of **\$1.5M annually**
- Launched new signature event with consistent **40% growth year over year**
- Established committee charters, volunteer recruitment strategy, and collaboration models with sales team to strengthen mission and brand including **migration to integrated CRM system**

Additional Experience

The Leukemia & Lymphoma Society, Rocky Mountain Chapter
Campaign Director

Colorado AIDS Project
Events Manager

American Red Cross, Mile High Chapter
Events Manager

Education

MPA, Non-Profit Management – University of Colorado at Denver
BA, Speech Communication – Washburn University

Accomplishments & Affiliations

Stella's Child – Board Member and Advisory Council Member for Asia-Pacific Initiatives
Ladies Empowerment and Action Program (LEAP) – Board Member and Development Committee Chair
Community Shares Colorado – Past Board Member and Membership Committee Chair
Miami Foundation – Leadership Grant Evaluation Team and Community Grants Evaluator
Columbia University Business School – Developing Leaders Program Certificate
Denver Office of Strategic Partnerships – Executive Director Leadership Training Graduate and Peer Mentor
Social Enterprise Alliance and Direct Marketing Association – National Conference Presenter