



JANETTE ALLEN

NON - PROFIT CONSULTANT

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EDUCATION

Community Arts Management

University of Illinois at Springfield

B.S. Business Administration

Management University of West Alabama

SKILLS

- Major Gifts
- Portfolio Management
- Capital Campaigns
- Campaign Management
- Planned Giving
- Proposal Writing
- Stewardship
- Event Planning
- Board Development

PROFILE

A highly creative and results-driven non-profit management professional with passion, drive and vision. 30 years of experience and expertise generating revenue and increasing philanthropic support for non-profit organizations.

EXPERIENCE

CONSULTANT

Galloway Gonzalez, LLC | 2023

- Development Planning & Coaching
- Capital Campaign Planning and Management
- Major Gift Strategy

VICE PRESIDENT OF DEVELOPMENT AND CAMPAIGN DIRECTOR

Cathedral Arts Project | 2019-2023

- Managed and led a development staff of three.
- Planned, implemented, managed, and led a comprehensive campaign with the goal of doubling the annual operating budget from \$2.2M to \$4.4M (\$21M comprehensive campaign). Managed relationship with campaign consultant and drove the campaign timeline.
- Set campaign direction, managed day to day operations, provided campaign progress reports, created campaign policies, procedures, and materials. Led and managed campaign cabinet and board of directors through campaign priorities and objectives.
- Crafted individual, cultivation, solicitation, and stewardship strategies.
- Developed fundraising strategic plans and managed budget.
- Development Operations implementation of Raiser's Edge NXT, Crescendo and iwave software.

SELECTED ACHIEVEMENTS

- Implemented and managed the Cathedral Arts Project first comprehensive campaign with a goal of \$21 million and raised 62% of goal in the quiet phase during the covid 19 pandemic. Set the strategy and helped secure a \$3.75 million dollar lead gift for the campaign, the organization's largest gift in its 30-year history. Moved the annual operating budget out of deficit and increased it by 190% over 4 years.
- Member of the team that secured more than \$1.7 billion dollars for the University of Florida's Florida Tomorrow Campaign.
- Implemented an employee giving campaign with a goal of \$300,000. A thirty percent (30%) increase in giving was accomplished through this campaign and nearly \$1,000,000 was raised from one third of Shands Jacksonville Employees.
- Managed a \$4.8 million dollar capital campaign for University of North Florida College of Computing, Engineering, and Construction, which exceeded the goal by fifty-two percent (52%) to bring in \$9,084,948 dollars for the College. This was part of the University of North Florida's first capital campaign.

EXPERIENCE

SENIOR DEVELOPMENT OFFICER

Flagler College | 2014 - 2019

- Managed development officers and prospect researcher.
- Implemented, managed, and lead a planned giving program and advised and educated fundraising staff.
- Managed a portfolio of major donors at the President's Society level and above.
- Revitalized and strengthened the Parents Leadership Council. Increased membership by 50 percent.
- Developed fundraising goals and implemented development officer performance reporting.
- Collaborated across departments to implement and facilitate marketing materials for both the Parents Leadership Council and Planned Giving Program. This includes website content, donor testimonials, direct mail, electronic newsletters, and social media.

DIRECTOR OF DEVELOPMENT, UF COLLEGE OF MEDICINE AND UF HEALTH JACKSONVILLE

University of Florida and Shands Healthcare Jacksonville | 2006 - 2014

- Part of the team that worked on The Florida Tomorrow \$1.6 Billion Campaign for the University of Florida which raised more than \$1.7 billion for the University.
- Managed a portfolio of major donors at the level of \$25,000 and above.
- Built a planned giving program.
- Developed a strategic plan for the Office of Development and managed budgets.
- Advised the CEO of UF Health Jacksonville and the Dean of UF College of Medicine Jacksonville with respect to philanthropy.
- Managed relationships in a complex academic medical center environment.

COMMUNITY LEADERSHIP

- Gator Bowl, Bowl'd Ladies 2022-present
- Leadership St. Johns 2018
- Women of Vision at Flagler College, 2014
- North Florida School of Special Education River Hops Committee, 2010 - 2013
- North Florida School of Special Education Women's Auxiliary, 2009
- Jacksonville Chamber of Commerce Leadership Trip, 2007
- Northeast Florida Engineer's Week Committee, 1999-2005

PROFESSIONAL AFFILIATIONS

- Association of Fundraising Professionals
- Planned Giving Council of Northeast Florida
- Council for the Advancement and Support of Education

EXPERIENCE

DIRECTOR OF DEVELOPMENT

Shands Jacksonville

- Created and implemented a fundraising program on the Jacksonville campus.
- Managed a portfolio of major donors at the level of \$25,000 and above.
- Managed a staff of two on the Jacksonville campus.
- Implemented an employee giving campaign with a goal of \$300,000. Nearly \$1,000,000 was raised from 1/3 of Shands Jacksonville employees.
- Implemented and lead a fundraising committee with community leaders.
- Managed the Shands Jacksonville Foundation and worked with accounting on all financials.

ASSOCIATE DIRECTOR OF DEVELOPMENT

UF College of Medicine – Jacksonville

- Created and implemented a fundraising program on the Jacksonville campus.
- Identified, cultivated, solicited, and provided stewardship of major donors at the level of \$25,000 and above.
- Managed a staff of one on the Jacksonville campus.
- Liaison to the University of Florida Regional Council in Jacksonville.
- Led, managed, and motivated the University of Florida Regional Committee in Jacksonville for the capital campaign.

CORPORATE RELATIONS MANAGER

The Cummer Museum of Art & Gardens | 2005 - 2006

- Created and implemented a corporate giving program.
- Managed a portfolio of corporate donors.
- Managed the Ponce de Leon Society annual donors at the level of \$1,000 and above.
- Secured a donor to restructure, implement and maintain computer network and computing needs of the museum.

EXPERIENCE - EARLY CAREER

DIRECTOR OF DEVELOPMENT, COLLEGE OF COMPUTING, ENGINEERING AND CONSTRUCTION

University of North Florida | 1998-2005

- Identified, cultivated, solicited, and provided stewardship of major donors at the level of \$50,000 and above.
- Managed \$4.8M Capital Campaign for the College. Exceeded College Capital Campaign goal with a total raised at \$9,084,948.
- Recruited and staffed the Dean's Leadership Council. Supervised and managed volunteers.
- Advised Dean of the College on all philanthropy aspects.

DEVELOPMENT COORDINATOR

The Actuarial Foundation | 1997-1998

- Implemented and managed start-up organization's \$1M Campaign successfully.
- Designed and implemented first annual fund program for the organization.
- Developed case statement and created all direct mail and annual solicitations.
- Coordinated campaign special events and stewardship. Supervised Foundation Administrator.
- Recruited and staffed the Foundation Board and worked closely with the fundraising committee.

ADVANCEMENT SERVICES MANAGER

The Newberry Library | 1996-1997

- Managed the development database and fundraising software. Managed development office computer network.
- Provided database training for the development staff and volunteers.
- Prepared financial reports for the development office and business office.
- Supervised all financial aspects of special events.
- Coordinated prospect and data reports for the silent phase of capital campaign.

MEMBERSHIP/ANNUAL FUND ASSISTANT

The Art Institute of Chicago | 1994-1996

- Doubled membership during the Monet exhibition.
- Created solicitations for new membership/renewals. Assisted in the solicitations for the Annual Contributors Fund.
- Maintained donor information regarding membership drive, annual fund, and major gift campaigns.
- Liaison to the Community Associates regarding membership and annual giving.