

**Alan V. Pearson, CFRE**

Alan has two decades of experience in philanthropy and a proven history of leadership and fundraising results.

He currently serves as the *Director of Donor Relations and Development* for Living Waters, (Bellflower, CA) where he is responsible for all aspects of the Living Waters development effort. Since he began working with Living Waters in January 2008, funds raised from private sources have increased more than one million dollars per year. Alan has earned his *Certified Fund Raising Executive* (CFRE) credential. In his 22 years as a development professional for three different non profit organizations, the departments Alan has led have raised more 30 million dollars.

He has been a member of the *Association of Fundraising Professionals* (AFP) since 1993. He currently serves the Orange County chapter as a board member as well as co-chairman of the *Mentor Program* and is a member of the planning committee for the 2013 *National Philanthropy Day* event. He is a frequent presenter at Orange County and regional educational seminars on a wide variety of fund raising topics. He was a presenter at the 9th Annual ADRP International Conference (September, 2012). He also serves as a board member and volunteer for numerous other organizations.

As a consultant, Alan has used his vast experience in virtually every facet of fund raising to help non-profit organizations establish their overall development efforts including strategic planning, ethics in fundraising, board and staff development, policies and procedures, overall strategies, fund raising philosophies, direct mail strategies and the annual fund basics needed to launch their development programs. His expertise has also proven valuable to organizations with well-established development programs. He has helped take these organizations and their development departments to the next level with his unique approach to donor relations and major gifts as well as board development.