

## ROSE DALBA

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Senior manager with 16 years of experience in Development Communication and Donor Stewardship, specializing in developing strategic communications and implementing programs and processes to engage, cultivate, and recognize donor constituencies in order to meet organizational fundraising objectives. Expertise includes directing donor stewardship and communication programs which advanced principal gift solicitations and contributed to the successful conclusion of capital campaigns in excess of \$2 billion.

- *Campaign Planning*
- *Volunteer Board Development*
- *Donor/Prospect Engagement*
- *Strategic Communications*
- *Strategic Partnerships*
- *Budget Management*
- *Organization Development*
- *Print/Digital Resource Development*
- *Program /Event Development*

### PROFESSIONAL EXPERIENCE

#### DIRECTOR, DONOR ENGAGEMENT AND DEVELOPMENT OPERATIONS

##### **The Chicago Symphony Orchestra | April 2012 – Current**

Responsibilities include creating and implementing a comprehensive donor engagement plan and recognition system which appropriately and consistently promote interaction with--and recognition of--CSO donors and volunteers at all levels of giving; partnering with Development leadership, volunteer leadership and volunteers, and staff across the CSOA to ensure a consistent and proactive approach to donor engagement and recognition; ensuring positive and mutually-rewarding relationships between the CSOA and its donors; partnering with Development staff and other CSOA staff to determine the best strategies for effective donor recognition of individual donors and volunteers; maintaining ongoing and active networking with internal and external constituencies; and leading the development and implementation of recognition programs, events and activities for donor and volunteer engagement.

#### VICE PRESIDENT, DONOR STEWARDSHIP AND COMMUNICATION

##### **Feeding America | July 2009 - Current**

Responsibilities include developing and implementing cultivation and recognition programs in support of a \$500 million campaign; developing relationship management strategies to help cultivate and steward prospects and donors of \$1 million or more; developing print and digital communications in support of the campaign, including the first online version of the Feeding America annual report, campaign collateral, and solicitation proposals; producing Campaign-related videos; developing and implementing a campaign naming and recognition program in support of the strategic gift program; identifying opportunities to leverage marketing and communication initiatives to enhance fundraising and brand awareness results; and serving as the interface between Philanthropy, other departments, and network members to ensure donor engagement is optimized to achieve fundraising objectives. Significant accomplishments include:

#### **Engagement/ Relationship Building**

- Assisted with the implementation of cultivation and solicitation strategies for *The Campaign for a Hunger-Free America*, working collaboratively with members of Feeding America's Executive Team, the Strategic Gifts team, and select network members.
- Managed development of solicitation proposals for individuals, which led to more than \$10 million in commitments in FY'11.

## Engagement/ Relationship Building

- Planned and executed engagement events in Chicago and cities across the U.S. in order to cultivate high wealth prospects and to raise public awareness of the issue of domestic hunger.
- Created donor-facing digital and print communications in support of *The Campaign for a Hunger-Free America*, including personal messages from the President & CEO and Chief Philanthropy officer to communicate Campaign successes and to encourage engagement of corporate and foundation partners, and individual donors.
- In collaboration with the Vice President of Strategic Gifts, managed communications and donor engagement for the *National Leadership Roundtable*, a select group of individual donors who advise the President and CEO regarding strategic plan initiatives and high level prospect engagement.
- In spring 2011, designed inaugural *Spring Disaster Relief Partners* recognition program. In collaboration with the Digital Strategy team, created a unique micro site on the Feeding America website to recognize disaster relief partners in real time and creating a unique gift to honor their commitments to disaster relief efforts.

## Communications/ Program Management

- Managed internal planning for Feeding America's first national gala, which will take place September 29, 2012 at the Field Museum in Chicago, including oversight of design and production of creative materials and logistical event execution.
- Created and implemented department wide donor stewardship and recognition guidelines for corporate and foundation donors, and individuals, to enhance recognition and stewardship opportunities for leadership partners.
- Managed the design and production of all Campaign-related collateral materials, including the case statement, personalized Campaign overview brochures for members of the Campaign Cabinet, event invitations, white papers for each of the Campaign priorities, and other supporting materials.
- Managed all aspects of the production of the 2009 and 2010 Feeding America Annual Report, from developing story content to the creation and data integrity of the donor honor roll. Currently managing production of 2011 Annual Report.
- Created bi-monthly *Philanthropy Campaign Newsletter*, which is distributed to nearly 900 network members and national office staff.
- Managed department wide process to create more personalized acknowledgments from the President and CEO and Chief Philanthropy Officer.
- Served as chair of a Media Relations Task Force, comprised of network members and national office staff to develop print and digital media guidelines for announcing major gifts to the Campaign. Additionally, created a media tool kit, including press releases and strategies, for use by members of the collaborative Campaign.

## Budget Oversight

- Managed the production of a series of video micro-documentaries for the use of relationship managers. The videos are helping to cultivate new prospects and to raise awareness of the issue of hunger.
- Develop and oversee annual budget for Donor Stewardship.

## EXECUTIVE DIRECTOR, DONOR RELATIONS University of Chicago | 2003 - 2009

Responsibilities include developing, implementing, and overseeing comprehensive, University-wide donor relations initiatives designed to build and sustain lifetime relationships with donors through meaningful communications, recognition, and stewardship programs. In collaboration with the Associate Vice President for Development Communications, developed communication strategies for donor and volunteer-centric publications, including campaign newsletters, features in *The University of Chicago Magazine*, recognition stories for the *Chicago Initiative* website, and other collateral materials. Serve as a resource for central development and development units in the professional schools regarding donor recognition programs that complimented and enhanced solicitation strategy for individuals. Create annual program goals and manage three separate budgets. Provided strategic leadership to enhance donor recognition societies and to develop signature, University-wide donor recognition events, including Chicago Convenes and Celebrate Chicago. Until August 2008, managed a staff of ten donor relations professionals, including program managers, writers, and event planners. Significant accomplishments include:

## Engagement/ Relationship Building

- Served on team empowered to craft messaging for comprehensive annual giving campaign to alumni and friends of the University.
- Instituted intimate cultivation and solicitation dinners for principal gift donors.
- Instituted inaugural dinner to recognize donors of endowed professorships.
- Instituted highly customized stewardship/recognition plans for principal gift donors as part of the solicitation process.
- Instituted routine comprehensive stewardship reporting for principal gift donors with multiple funds across the University.
- Revitalized programs for the University's principal gift donors by expanding recognition benefits for members of the *Harper Society*, the University's permanent recognition society. Program enhancements include developing branded communications, including an annual honor roll, and creating public recognition opportunities for Harper Society members. Members of the Founders Circle, individuals and organizations with cumulative giving of \$1 million and more, are inducted each May into the Harper Society during a special ceremony at Chicago Convenes, the University's signature donor recognition event.
- Revitalized programs to recognize donors who make annual leadership gifts of \$2,500 or more the University. Program enhancements include developing branded communications, including an honor roll, and creating unique recognition opportunities for members of the *Chicago Society*.

## Communications/ Program Management

- Instituted annual University-wide honor roll in 2005, the first produced since 1989.
- Enhanced personalized, narrative stewardship reporting to donors detailing the impact of their gifts in support of students, faculty, and programs. Since 2003, the numbers of stewardship reports produced annually by Donor Relations staff has increased from 200

## Communications/ Program Management

to more than 1,400 in FY'08.

- Enhanced personalized gift acknowledgments to donors from the President of the University, the Chair of the Board of Trustees, the Chair of the *Chicago Initiative*, and the Vice President for Development. Approximately 1,200 letters are produced each year.
- Created and updated content for donor recognition site on campaign website.
- Introduced a post-event survey for donors in order to assess donors' attitudes and perceptions regarding University-wide recognition programs.
- Managed team of ten professional staff, including three program managers. Anticipate staff will expand in FY'09 with the addition of two new team members.
- Managed the planning and execution of Chicago Convenes each May. As a result of programming enhancements, attendance at Chicago Convenes has increased from 200 alumni and friends in 2003 to an annual attendance in excess of 500 guests.
- Managed the planning and execution of annual leadership giving recognition events in Chicago, New York, Los Angeles and San Francisco. The *Celebrate Chicago* events, launched in 2004, have been very successful in bringing together large numbers of University supporters for both recognition and cultivation purposes.
- Managed production of the University Honor Roll, including overseeing confirmation process and all aspects of data management. The 2007 honor roll recognized more than 7,000 donors, including for the first time, a section devoted to recognizing donors who made a gift of any size for the past 25 years or more.
- Developed and managed three annual budgets which totaled approximately \$2 million.

## Budget Oversight

### DIRECTOR, DONOR STEWARDSHIP PROGRAMS

#### University of California, Los Angeles | 1999-2003

Reporting to the Executive Director of University Development for Campaign Operations, developed and implemented comprehensive donor relations programs in order to cultivate and sustain long-term relationships with UCLA donors and to meet the University's fundraising objectives for *Campaign UCLA*, a \$3 billion capital campaign. Developed annual goals and objectives for campus-wide programs in order to maintain and encourage continued donor involvement, including creating and overseeing comprehensive recognition, stewardship, and acknowledgment activities and carefully orchestrated cultivation events and programs for the University's major donors. Collaborated with development officers to monitor stewardship activities in order to provide appropriate information to donors regarding the impact of their gifts. Provided staff support to various academic leaders and administrative officers with regard to Donor Relations issues.

### ACTING DIRECTOR, GRADUATE FUND, SCHOOL OF HUMANITIES & SCIENCES

#### Stanford University | 1998-1999

Managed the annual giving program for 21,500 graduate alumni. Coordinated with The Stanford Fund staff to set fund goals and to increase overall participation rates, including developing and managing a new program to allow alumni to designate gifts for individual departments or programs. Wrote quarterly appeal letters and updated scripts for The Stanford Fund's telephone appeals program.

## **ASSISTANT DIRECTOR, STEWARDSHIP**

### **Stanford University | 1996-1999**

Reporting to the Associate Dean of Development in the School of Humanities and Sciences, developed, implemented, and maintained a cycle of stewardship reporting activities for a portfolio of funds that included professorships, department funds, Dean's discretionary funds, and funds controlled by the Vice Provost for Undergraduate Education. Monitored stewardship programs in the School's 30 departments and 49 programs.

## **PROFESSIONAL AFFILIATIONS & CONFERENCES**

**President** | Association of Donor Relations Professionals (ADRP) | 2006-2009

**Vice President** | Association of Donor Relations Professionals (ADRP) | 2003-2004

**Member** | Association of Donor Relations Professionals (ADRP) | 2003-Current

**Member** | Council for Advancement and Support of Education | 1996-2009

**Presenter** | The Power of New Media: Transforming Stewardship and Recognition Programs for the 21<sup>st</sup> Century Donor | Feeding America Network Conference | 2011

**Presenter** | "How to Market Your Skills to Any Non-Profit" | ADRP International Conference | 2010

**Presenter** | "Stewarding Donors in the 21<sup>st</sup> Century: Overcoming Challenges and Emerging Trends" | CASE District V Conference | 2004

**Presenter** | "Campaign in A Nutshell: On the Campaign Trail with the University of Chicago's Donor Relations Team" | ADRP International Conference | 2005

**Presenter** | "Campaign Events Designed to Inspire" and "Creating a Culture of Gratitude" | CASE Campaign Strategies Conference | 2006

**Co-Chair** | ADRP International Conference | 2007

## **EDUCATION**

Graduate School of Journalism | University of Southern Illinois, Carbondale, IL.

BA | Mass Communications & Journalism | Webster University, St. Louis, MO.