

BETHANY TAYLOR, CFRE

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PROFESSIONAL EXPERIENCE

Arizona State University Foundation

September 2005 – present

Director of Development

- Serve as the Walter Cronkite School of Journalism and Mass Communication's director of development; develop, implement and manage the school's major gift and annual gift programs
- Serve on Cronkite School's Senior Leadership Team; provide staff leadership to the Cronkite Endowment Board and manage volunteer fundraisers
- Cultivate, solicit and steward prospect portfolio; secure annual, major and planned gifts; successfully raised more than \$25 million; solicited 24 of the school's 30 largest gifts
- Staff the dean on all development efforts; act as liaison between the Cronkite School and the ASU Foundation

Childrens Hospital Los Angeles

August 2000 – August 2005

Director, Major and Planned Gifts

July 2004 – August 2005

- Served on Foundation Management Team
- Developed, implemented, and managed an \$11 million campaign plan for the hospital's Center for Endocrinology, Diabetes, and Metabolism; the campaign generated \$19.1 million during my tenure; provided staff leadership to the Center's lead gifts committee
- Cultivated, solicited, and stewarded prospect portfolio of individuals, corporations and foundations; secured annual, major, and planned gifts to support the hospital's \$500 million comprehensive campaign
- Acted as foundation staff liaison for volunteer fundraisers, including members of the hospital's Board of Trustees and the hospital's medical leadership

Associate Director, Major and Planned Gifts

July 2002 – June 2004

- Cultivated, solicited, and stewarded prospect portfolio; secured annual, major, and planned gifts to support the hospital's \$500 million comprehensive campaign
- Coordinated special events; events included a gala dinner, a movie premiere, celebrity bowling event, a small online auction, and cultivation dinners

Assistant Director, Major and Planned Gifts

August 2000 – June 2002

- Identified and qualified major gift prospects by conducting in-depth research
- Coordinated cultivation events, including dinners, receptions, lunches, and tours featuring the hospital's administrative, medical, and volunteer leadership
- Designed and produced marketing materials, including case statements, newsletters, direct mail pieces, and fact sheets
- Developed, implemented, and oversaw VIP volunteer program; conducted general volunteer orientations for groups ranging from one person to 100 people
- Served on the donor database conversion task force

March of Dimes Birth Defects Foundation **January 1999 – August 2000**
Communications Coordinator, Southern California Chapter

- Worked with volunteer communications committee to develop and implement marketing plans
- Secured media sponsors for events, coordinated fulfillment of media sponsor contract
- Pitched print and electronic media, provided background information, set and covered interviews
- Wrote press releases, media alerts, speaking points, fact sheets, program scripts, pitch letters, calendar listings, brochures
- Oversaw production of logos, advertisements, bus shelter posters, movie theater slides, brochures, annual reports, and other promotional materials
- Wrote and produced newsletters, Board of Director updates, flyers, advertisements, invitations
- Oversaw youth ambassador program; recruited, trained, and coordinated ambassadors
- Distributed, secured placement of, and tracked public service announcements

E! Entertainment Television **June 1997 – December 1998**
Public Relations Coordinator/Administrative Assistant

CREDENTIALS

Certified Fund-Raising Executive **December 2007 – present**

EDUCATIONAL BACKGROUND

University of Tennessee, Knoxville

Bachelor of Science in Communications, journalism news-editorial concentration

Bachelor of Arts in History, political science minor

May 1997, GPA 3.98, summa cum laude

Top Graduate in College of Communications for Spring 1997 graduating class

Whittle Scholar, Normandy Scholar

Studied abroad at the Royal Melbourne Institute of Technology in the Spring 1996 semester

University of California, Los Angeles Extension Program

Certificate in Fundraising

May 2003, GPA 4.0

Arizona State University

Currently completing coursework for a Masters of Nonprofit Studies, to graduate in 2009

PROFESSIONAL MEMBERSHIPS

Association for Fundraising Professionals 2006 – present

• Sponsorship Committee Member 2007 – 2008

• State Conference Planning Committee Member 2007

Council for Advancement and Support of Education 2006 – present

Association for Healthcare Philanthropy 2002 – 2005