


Alison Finkel

PROGRAM DIRECTOR AND FUNDRAISING LEADER



CONTACT

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EXPERTISE

Account Management

Strategic Planning

Fundraising Implementation

Communications Management

Event Execution

Project Management

Volunteer Leadership

Process Efficiency

EDUCATION

MS, Marketing and Communications (2019)

Northwestern University

BA, Communications (1999)

Macalester College

BA, Spanish (1999)

Macalester College

I am a senior non-profit professional with vast expertise managing multi-faceted and complex fundraising programs. My practice, and my passion, is leading interdisciplinary teams to work together to achieve substantive and measurable success.

EXPERIENCE

Fundraising and Communications Consultant

AF Fundraising and Communications

June 2019 – Present www.alisonfinkel.com

- I provide strategic planning, fundraising analysis, brand building and communications consultation services to non-profit organizations and other good causes.
- Recent clients and projects include the Lou and Jean Malnati Brain Tumor Institute at Northwestern Memorial Hospital, Evanston's PTA Equity Project, and Foundation 65.

Northwestern University, Evanston

Senior Associate Director, Alumni Relations and Development

April 2016 – June 2019 www.alumni.northwestern.edu/reunion

- High level officer responsible for the design, implementation and management of Northwestern's undergraduate Reunion Weekend, the single largest gathering of alumni on campus each year.
 - Development of curriculum, programming, and communications directed towards nearly 5000 alumni and guests in attendance each year.
 - Delivery of 80+ unique events to enrich the alumni experience with a distinct Northwestern look and feel.
 - Systems management for reporting and analytics tools, registration and website interfaces, and supporting app platforms.
 - Strategic relationship building and cultivation with high profile, and high potential alumni volunteers and donors.
 - Management and execution of strategic class giving opportunities to support approximately \$50 million in annual giving by the reunion cohort while simultaneously expanding and refreshing the alumni giving pipeline.
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AWARDS & HONORS

2019

Garfield Award

Northwestern University

2013

Heart and Soul Award

Event 360

MEMBERSHIPS & ORGANIZATIONS

Foundation 65

Evanston, IL

Firemen's Park

Neighborhood Association

Evanston, IL

Unity Preschool Board

Evanston, IL

Event 360, Chicago www.event360.com

Account Director, Susan G. Komen

September 2009 – April 2016 www.the3day.org

- Comprehensive project oversight and integration, marketing, customer support, fundraising cultivation, event planning, project execution, and client management for two signature event series for the Komen foundation, the 3-Day and Washington DC Race for the Cure.
- Strategic leader for Event 360's largest client, raising more than \$500 million for Komen during my tenure.
- Managed the series through expansion to additional cities generating incremental fundraising revenue while managing fixed operating costs.
- Daily interactions with client's senior team and routine board engagement.
- Retained base of constituent support, and supported brand recovery, through a high-visibility crisis.

Director, Participant Acquisition

October 2005 – August 2009

- Management of fundraising and acquisition activities associated with a wide variety of key clients including the United Cerebral Palsy Foundation, Livestrong, Susan G. Komen and the Association for Suicide Prevention (AFSP) — with a strong focus on peer fundraising events, marketing, and grassroots outreach and coordination.
- Managed Event 360's front line fundraising team through the Susan G. Komen 3-Day's largest single fundraising year of all time, raising \$112 million in a single season.

Senior Manager, Volunteer Operations

April 2003 – September 2005

- Development, and execution of all volunteer-related programming. Managed and trained 20 full time support staff. Supervised on-site quality, execution, and deployment.
- Managed project timelines and integration of volunteer activities into the master event production schedule across Event 360's non-profit clients.

Pallotta TeamWorks, Valencia, CA

Volunteer Coordinator > Senior Manager of Volunteer Operations

September 1999 – November 2002

- Promoted to oversee all volunteer program development activities — including policies, procedures, best practices, and creative collateral related to training, deployment, and management of volunteers.
- Implemented a national volunteer leadership structure within the organization for the first time, which increased efficiency and coordination of resources.