

# Dorothy Shettle

Fundraising Director

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## Education

### Bachelor of Arts in Nonprofit Management and Fundraising at University of Alabama, Tuscaloosa, AL

Aug 2014 - May 2018

Relevant Coursework: Nonprofit Management Principles, Fundraising Strategies, Grant Writing, Marketing for Nonprofits, Financial Management, Program Development and Evaluation, Volunteer Management, Board Governance, Social Entrepreneurship, and Ethical Leadership.

## Links

[linkedin.com/in/dorothysettle](https://www.linkedin.com/in/dorothysettle)

## Skills

Donor cultivation

Grant writing

Event planning

Salesforce proficiency

Budget management

Marketing strategy

Networking

## Languages

English

Portuguese

## Profile

A dynamic Fundraising Director with 5 years of experience, specializing in designing and implementing strategic plans to maximize revenue generation for non-profit organizations. Possesses a proven track record of cultivating strong donor relationships, executing successful fundraising campaigns, and building high-performing teams. Adept at leveraging data-driven insights to optimize donor engagement and consistently surpass fundraising targets. Committed to fostering a culture of philanthropy and creating lasting impact for the organizations served.

## Employment History

### Fundraising Director at Alabama Ballet, AL

May 2023 - Present

- Successfully led Alabama Ballet's annual fundraising campaign, raising over \$1.5 million in donations and grants, a 20% increase from the previous year.
- Developed and implemented a comprehensive donor engagement strategy, resulting in a 15% increase in the number of individual donors and a 25% increase in average donation value.
- Secured three new major corporate sponsorships worth a total of \$300,000, contributing to the financial stability and growth of Alabama Ballet.
- Organized and executed a sold-out fundraising gala event, generating over \$200,000 in revenue and significantly raising the organization's profile within the community.

### Associate Fundraising Director at Alabama Symphony Orchestra, AL

Aug 2018 - Mar 2023

- Successfully exceeded annual fundraising target by 35%, raising over \$1.5 million in the 2019-2020 season, through the implementation of strategic donor engagement initiatives and effective grant writing efforts.
- Spearheaded a major donor cultivation event that resulted in a 50% increase in new major gifts, totaling over \$500,000, and fostering long-term relationships with key supporters of the Alabama Symphony Orchestra.
- Launched a highly successful crowdfunding campaign that raised over \$100,000 in just two months to fund a special community outreach program, increasing the Alabama Symphony Orchestra's presence and impact within the local community.

## Certificates

### Certified Fund Raising Executive (CFRE)

Mar 2022

### Advanced Certified Fundraising Executive (ACFRE)

Apr 2020

## Memberships