

Holly L. Woodbury, MPA, CFRE

Phone: 303-618-5982

Email: holly@hollywoodbury.com

*Dynamic nonprofit leader, strategic thinker, coach, and advocate;
Connecting people and resources to causes that inspire them*

Industry Knowledge

20+ years of experience in nonprofit senior management, resource development leadership, and strategic coaching at the local, state, national, and international level

- Building fundraising capacity
- Soliciting major gifts
- Recruiting and managing volunteers
- Identifying in-kind resources
- Researching and launching social enterprises
- Creating communications strategies
- Establishing strategic partnerships
- Recruiting exceptional leaders

Professional Experience

Collective Strategies Consulting, LLC, Nonprofit Strategic Planning & Coaching
(hollywoodbury.com)

Chief Connector and Nonprofit Capacity Builder

2016-present

- Leadership Coaching
- Board Training
- Fundraising Strategy
- Board and Leadership Recruitment
- Strategic Planning
- Communications Strategy
- Strategic Partnerships
- Interim Leadership
- Management Consulting
- Seminars and Workshops

Current and Recent Projects:

The Children's Trust and Catalyst Miami, Small CBO Capacity Building Institute
Capacity Building Coach and Resource Development Instructor

Maven Leadership Collective

Strategic Fundraising Coach and Workshop Facilitator

Engage Miami

Strategic Fundraising and Board Development Consultant

Americans for Immigrant Justice

Strategic Fundraising and Board Development Consultant

KIPP Miami

Strategic Fundraising and Professional Development Coach

Radical Partners, Social Enterprise Bootcamp and Leadership Lab

Lead Coach for Leadership Development Programs

Miami-Dade County District 8, Nonprofit Academy

Resource Development and Communications Facilitator

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Stella's Child, *internationally recognized NGO for workforce development for disadvantaged Indonesian youth*

Management Consultant

2015-present

- Onsite and remote with Stella's Child in Indonesia in direct support of the Founder to build out innovative management tools for **leadership development**, business and strategic planning, fiscal management, community engagement, **strategic partnerships**, board development, fundraising (local and USA), marketing and communications, volunteer outreach, program evaluation, research, and **social enterprise**
- Outcomes include strategic plan for program expansion, communications strategy, program and **impact metrics**, and **financial solvency**

Chapman Partnership, *largest provider of emergency services to the homeless of Miami-Dade County*

Vice President, Development and Marketing (Fundraising, External Relations, and Board Management)

2010-2016

- Executive leadership team member with **direct management of \$14M development budget, creation and implementation of organizational strategic plan, communications strategy, and program expansion**
- Driving force for strategy creation and execution related to all elements of donor development, marketing, community outreach, social media, and volunteer management including Board of Directors (**20,000 volunteers**)
 - Stewarded six and seven figure major gifts and **grew revenue annually by 12%**
 - Spearheaded annual gala to **record attendance and revenue** at 850 guests and \$1.8M raised
 - Led executive leadership team in creation and execution of integrated rebranding campaign to include **\$500K launch budget** and **key messaging for 60 member Board of Trustees**
- Developed and implemented new initiatives to increase revenue while minimizing budget impact
 - Created women's initiative of 100+ membership and \$200K raised while also **growing young professional's initiative by 150%**
 - Led in-kind recruitment and **distribution of \$1M+ value to over 4,000 homeless residents**

Denver Parks and Recreation, *after-school achievement and active recreation opportunities for youth*

Development Director

2009-2010

- **Built \$3M development giving strategy** including staffing model for newly created department within the City & County including creation of key messages, partner communications, product sales, and committee structure
- Senior management tasked with **program evaluation**, logic models and priorities
- Initiated all prospecting, cultivation, acknowledgement and recognition of individuals, corporations, private foundations, and government grants
- Fostered innovative funding programs that built coalitions and **formed collaborative partnerships** with nonprofit and intra-governmental agencies

Metropolitan State University of Denver, **Adjunct Professor**, Nonprofit Administration Program

Financial Accountability & Organizational Controls for Nonprofits

2008-2010

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Women's Bean Project, *social enterprise with global sales presence for chronically unemployed women*

Director of Development and Marketing

2005-2009

- Drove cause-related strategic marketing, public relations, communications, direct mail, and social media
- Managed donor and sponsorship acquisition, cultivation, and planned giving of **\$1.5M annually**
- Launched new signature event with consistent **40% growth year over year**
- Established committee charters, volunteer recruitment strategy, and collaboration models with sales team to strengthen mission and brand including **migration to integrated CRM system**

Additional Experience

The Leukemia & Lymphoma Society, Rocky Mountain Chapter

Campaign Director

Colorado AIDS Project

Events Manager

American Red Cross, Mile High Chapter

Events Manager

Education & Certifications

Certified Fund Raising Executive

Columbia University Business School – Developing Leaders Program

Denver Office of Strategic Partnerships – Executive Director Leadership Training

MPA, Non-Profit Management – University of Colorado at Denver

BA, Speech Communication – Washburn University

Affiliations

Philanthropy Miami – Ignite Conference Presenter

Stella's Child – Board Member and Advisory Council Member for Asia-Pacific Initiatives

Ladies Empowerment and Action Program (LEAP) – Board Member and Governance Committee Chair

Miami Foundation – Leadership Grant Evaluation Team and Community Grants Evaluator

Community Shares Colorado – Past Board Member and Membership Committee Chair

Social Enterprise Alliance and Direct Marketing Association – National Conference Presenter