

# CARLYN SCHULZKE

Ohio University  
MA, Organizational  
Communication '15  
BS, Communication '12

513.348.4882  
carlyn@campaigncounsel.org  
Missoula, MT

## **CampaignCounsel.org, Missoula, MT**

*Systems and Information Director & Consultant, 1/18-present:* Process and manage data for feasibility study and campaign clients, including wealth screenings, general data hygiene, and prospect tracking. Co-lead feasibility studies and co-manage campaigns with company President; to date, have facilitated 8 studies and 9 campaigns. Work closely with each client to ensure the feasibility study and campaign process is tailored to organization's needs while maintaining correct action plan to guarantee success. Present webinars on emerging and relevant subjects including fundraising during COVID-19 and the role of cryptocurrency in fundraising.

## **Soft Landing Missoula, Missoula, MT**

*Development Director and Volunteer Coordinator, 5/17-3/18:* Launched the fundraising program for start-up nonprofit focusing on refugee aid. Created and implemented donor cultivation, solicitation and stewardship plans. Fundraised through grant applications, mail and email appeals, #GivingTuesday, and events. Managed all donor data within Salesforce database.

## **University of Montana Foundation, Missoula, MT**

*Director of Annual Giving, 7/15-5/17:* Spearheaded all annual fundraising efforts for the University of Montana (UM), including direct mail solicitations, Phonathon call center strategy, local Business Drive, #GivingTuesday and Faculty/Staff Campaign to raise at least \$1.5 million each fiscal year. Strategized with vendors (Ruffalo Noel Levitz and Perrone Group) to maximize solicitation effectiveness. Reported goal progress for all annual giving channels to executive management team. Cultivated relationships with donors to accelerate their movement through the pipeline.

*Director of Development, School of Journalism, 1/15-7/15:* Managed portfolio of 50-75 major gift prospects. Drafted proposals and closed major gifts totaling \$85k during six-month tenure. Stewarded donors through special events, personal calls, newsletter recognition, and other donor-centric means. Qualified new alumni and friends to expand donor base.

## **Ohio University, Athens, OH**

*Assistant Director of Annual Giving, 10/13-12/14:* Raised over \$93k through 74 personal visits and 3,000 contacts. Coordinated Faculty/Staff Giving Campaign through direct mail and e-mail appeals resulting in \$350k and a 10% increase in participation over prior year. Gained expertise in drafting gift proposals, agreements and award guidelines. Qualified donors using Advance, Reeher Platform, LinkedIn and personal contacts.

## **Ruffalo Noel Levitz, Athens, OH**

*Program Center Manager and Trainer, 6/12-10/13:* Liaised between Ruffalo Noel Levitz (RNL) and Ohio University teams to secure over 12,500 pledges totaling \$1.03 million. Trained new Program Center Managers to operate RNL call centers. Managed four supervisors and sixty callers. Successfully implemented and improved policies to benefit callers, client and RNL.