

CURRICULUM VITAE

Kitty Cook Ramsey, CFRE

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Summary

Ramsey is a Certified Fundraising Executive (CFRE) with corporate, government, and nonprofit experience responsible for raising over \$30M in nonprofit funds during her nonprofit career. She is an experienced community and organizational leader, consultant, and coach.

Professional Experience

DEC 2017 – CURRENT

OWNER OF BELLWETHER STRATEGIC PARTNERS, LLC

(WWW.BELLWETHERSTRATEGICPARTNERS.COM)

NONPROFIT CONSULTANT — Work with nonprofits to build stronger, more efficient administration and operations while building funding infrastructure. Specialize in working with boards of directors, strategic planning, development planning and execution, training, organizational development and leadership, and coaching.

NOV 2019 – CURRENT

NONPROFIT CONSULTANT | *COMMUNITY FOUNDATION FOR MS, JACKSON, MS*

Hired by the Community Foundation for Mississippi through a W.K. Kellogg Foundation grant to develop fundraising strategy, alumni association strategy and structure, marketing strategy, build prospect profiles, to solicit major gifts, and to build a sustainable fundraising program for an endowment and for a strategic initiative fund for the benefit of Jackson Public Schools. This private funding initiative is a first of its kind for Mississippi public schools and promises to allow for innovative growth in Mississippi public education.

AUG 2018 – CURRENT

NONPROFIT CONSULTANT | *UNITED MSD FOUNDATION, OCEAN SPRINGS, MS*

Hired by young organization to build development plan, train board and staff, to hire and train development staff, and to build development database and train staff on database while coordinating with marketing consultant and board of directors. Successfully hired and trained staff, trained board, implemented development plan, and increased funding dramatically including receiving a \$1.2M anonymous donation. This pushed us to succeeding in securing 2/3 of our goal of \$3M in the first six months.

NOV 2018 – FEB 2019

GRANTWRITING CONSULTANT | *CONFIDENTIAL CLIENT, LOUISIANA*

Hired to build base grant documents (1-pager, project budget, organizational budget) for new organization and to apply for two grants.

DEC 2017 – JULY 2018

OPERATIONS & DEVELOPMENT CONSULTANT | *CONFIDENTIAL CLIENT, LOUISIANA*

Hired to streamline messaging, build development procedures, increase funding, build back office infrastructure, and advise on sustainability for this 6-year old organization to prepare for the organization's next phase of growth. Consultant position.

NOV 2015 – DEC 2017

BOYS & GIRLS CLUBS OF AMERICA

ATLANTA, GA (TELECOMMUTE)

SENIOR EXECUTIVE, ADVANCE MS INITIATIVE | 3 YR INITIATIVE BUDGET: \$750K — Hired in year two of initiative to develop and implement a BGCA Board of Governors pilot to approach rural Club organizational operations, management, and strategies through a regional lens. The goal of the initiative was to increase the number of youth served while increasing local funding and streamlining operations through administrative and/or operational partnerships between Clubs.

Worked closely with the north Mississippi Clubs to develop sustainable rural strategies for outreach, development, and operations. Projects included: shared back office models to decrease administrative overhead while increasing productivity (financial, resource development, HR, etc.); developing & managing RFPs; developing and implementing regional funding and partner strategies; developing strategic, comprehensive resource development plans for governing and advisory boards coaching implementation; developing and fostering a collaborative learning environment among the Clubs; and statewide and local marketing and awareness. Initiative successfully completed and implemented in other states. Left BGCA to return to consulting when pilot program ended.

OCT 2013 – NOV 2015 UNIVERSITY OF MISSISSIPPI MEDICAL CENTER JACKSON, MS

MAJOR GIFTS OFFICER | FY2013 BUDGET: \$1.6B — Hired as UMMC’s first Major Gifts Officer dedicated to raising funds for Children’s of Mississippi (all pediatric programs including the Batson Hospital for Children, the Children’s Cancer Center, the Children’s Heart Center, the Manning Outpatient Clinic, school-based clinics, and many more). Work with high-capacity (over \$25,000) prospects and donors. Launched UMMC’s first Grateful Patient program for the Children’s Heart Center. Work with physicians and leadership to identify funding needs and sources. Recruited to BGCA.

MAY 2012 – OCT 2013 USA INTERNATIONAL BALLET COMPETITION JACKSON, MS

DEVELOPMENT DIRECTOR | 2010 - 2014 BUDGET: \$3.9M — Was the first professional fundraiser hired for this 34-year-old organization (a \$3.5M foundation and a \$3.9M quadrennial 501c3 program). Created and managed organizational development plan. Researched, purchased, implemented, and managed a cloud-based donor database integrated with website, donor communications, and special events. Developed and implemented an Annual campaign, a “Friends of the USA IBC” membership drive, an international corporate giving campaign, a USA IBC Tourism Partners program, and a Planned Giving campaign. Managed donor research, relations, and retention and community relations and partnerships. Researched and prepared grant proposals and applications. Served as staff liaison for the Board of Directors’ Funding Committee. Wrote tax-receipt and acknowledgement letters. Oversaw Development and IT interns. Finished campaign for 2014 competition prior to moving to UMMC.

AUG 2010 – APR 2012 MISSISSIPPI CHILDREN’S HOME SERVICES JACKSON, MS

DIRECTOR OF ANNUAL FUNDS | 2012 ORGANIZATIONAL BUDGET: \$30M — Created and managed the organization development plan. Developed and implemented multi-touch point Annual campaign, a Major Donor campaign, a Planned Giving campaign, and the 2nd Century Endowment campaign. Closed out a 5-year \$6M Coming Full Circle Capital Campaign begun prior to hiring. Managed donor research, relations, and retention. Researched and prepared grant proposals and applications. Planned and implemented first “Beneficiary & Legislative Appreciation Day.” Managed community relations and assisted Chief Legal Counsel with government relations. Served on organizational Leadership Council and Centennial Planning Committee. Served as staff liaison for the Board of Directors’ Development and Public Relations Committee and Capital Campaign Committee. Managed Development Specialist, special events staff, and interns. Achieved CFRE accreditation.

ASSOCIATE DIRECTOR OF DEVELOPMENT (UNTIL JULY 2011) — Created and implemented \$2M annual development plan. Managed statewide special events, including non-fundraising events. Created and implemented Major Donor, Planned Giving, and Endowment strategies. Managed donor research and retention strategies. Researched and prepared grant proposals and applications. Oversaw volunteer management, community relations, and served as liaison with MCHS Auxiliary. Assisted Director of Development with Capital Campaign. Wrote press releases and designed, wrote, and did layout for Annual & Outcomes Report. Assisted Chief Legal Counsel with government relations. Managed volunteer management and special events staff.

2002 – 2012**CONSULTANT****JACKSON, MS**

BUSINESS, NONPROFIT & POLITICAL CONSULTANT — Provided board development, fund development, and strategic planning training for nonprofits. Provided public & media relations for companies, individuals, political, and public figures to hone or retool their messages and images. Services included media relations, speech writing, branding, strategic planning, image retooling, identifying audiences, monitoring media reporting of client, and other public relations services based on the client's needs. Raised funds for political figures and nonprofits. Services included creating and implementing fundraising strategies, planning events, creating direct mail campaigns, tracking funds, and fulfilling Secretary of State reporting criteria. Provided writing, editing & graphic design services for Mississippi businesses. Edited novels and non-fiction works for Mississippi authors. Provided lobbying, advocacy, and government relations services for clients on a municipal, county, and state level.

2008 – 2010**MISSISSIPPI CENTER FOR NONPROFITS****JACKSON, MS**

Director of Development | Organizational Budget: \$400,000 — Planned, managed and implemented all aspects of fund development strategies and fundraising for the successful support and growth of this membership organization including research, grant-writing, annual campaigns, special events, and planned giving. Served as Government Affairs liaison for organization for nonprofit public policy issues. Created Mississippi Nonprofit Public Policy Network and implemented Mississippi Public Policy Convenings, Nonprofit Day at the Capitol, and the Member/Legislative Reception.

1999 – 2005**MS DEPARTMENT OF INFORMATION TECHNOLOGY SERVICES****JACKSON, MS**

Publications Specialist (State Agency) — Managed state IT publications projects. Wrote and edited technical copy. Designed layout, design, graphics, and photography; digitally published; and procured printing services for regular ITS publications. Created all agency promotional literature. Wrote and released stories and press releases spotlighting technological achievement in Mississippi state government. Coordinated internal agency communication plan. Served on design committee for and create all marketing materials for Mississippi.gov. Developed and maintained ITS publications standards. Ensured all publications software was up-to-date and recommended updates. Worked with all ITS divisions to plan, schedule, research, write, edit, review, and print divisional publications. Worked with other state agencies on publicity and graphic design projects. Worked on special projects for the Strategic Services director.

1997 – 1999**THE PRUDENTIAL INSURANCE COMPANY****NEWARK, NJ**

Sr. Communications Consultant — Responsible for writing, facilitating, & managing national communications plan via Lotus Notes to about 7,000 employees at 7 locations in 5 states; organized and facilitated regional feedback on communications tools; liaised between customers and my Lotus Notes staff to develop regional communications tools; created, scheduled, & taught on-going business writing literacy program; taught communications tools classes in all regions; wrote, supervised updating, and published via Lotus Notes national operating procedures manuals; wrote and managed local disaster business continuation plans; responsible for writing, ghostwriting, or editing all internal department memorandum; wrote script, supervised legal edits, and served as consultant for an instructional video for Prudential agents on the settlement of a class-action lawsuit; Managed one assistant Communications Consultant, 2 full-time Lotus Notes Developers, one intern, and one secretary; planned and facilitated events such as philanthropic holiday parties & team-building events for 1,800 NJ associates; served as philanthropic consultant for all regions; planned and scheduled guest speakers for monthly brown bag luncheon.

Customer Liaison Group Team Leader — Supervised, coached, and supported Customer Liaisons with phone calls from policyholders during settlement of class action lawsuit; managed special projects; and wrote official quote form letter and quote procedures; Series 63 licensed and prepared for Series 7 before promotion.

Education

1996	M.A. in English, emphasis Creative Writing Thesis: "Gypsybaby" – a collection of short stories (Thesis director, Barry Hannah)	University of Mississippi Oxford, MS
1993	B.A. in English, Minor in Fine Arts	University of Mississippi Oxford, MS

Certifications & Leadership Training

Current	Charter Board Leadership Academy, LA Assn Public Charter Schools New Orleans, LA
2016	Organizational Development Certificate DePaul University (BGCA) Atlanta, GA
Since 2011	Certified Fundraising Executive (CFRE) CFRE International Alexandria, VA
2010/2011	Graduate Leadership Greater Jackson Jackson, MS

Teaching Experience

2016	CFRE Prep Course	MS Association of Fundraising Professionals Jackson, MS
2009	Development & Strategic Planning	MS Center for Nonprofits Jackson, MS
1997	Adjunct Professor, English Composition	Kean University Elizabeth, NJ
1995	Instructor of Record, English Composition	University of Mississippi Oxford, MS

Technological Skills

Donor Databases: DonorPerfect, eTapestry (and other Blackbaud products), Salesforce for Nonprofits
 Communications: Constant Contact, MailChimp, Hootsuite
 Microsoft Suite: Word, Excel, PowerPoint, Publisher, Access, Project
 Adobe Creative Cloud: Photoshop, Illustrator, InDesign

Volunteer & Leadership Experience

2019	Fellow, Charter Board Leadership Academy	LAPCS New Orleans, LA
2019 - 2022	Board of Directors	Élan Academy Charter School New Orleans, LA
2016	Diversity Award Recipient (Only chapter award given in world that year)	AFP
2016	Immediate Past Pres.	AFP MS, Mississippi Chapter Jackson, MS
	Partner Representative	Positioned for Progress Conference Jackson, MS
2015	Board President	AFP MS, Mississippi Chapter Jackson, MS
	Board Chair, BE the CAUSE Campaign	AFP MS, Mississippi Chapter Jackson, MS
	Destination Events Park Chair, Vision 2022	Greater Jackson Chamber Jackson, MS
2014	President-Elect and VP Communications	AFP MS, Mississippi Chapter Jackson, MS
	Board Member	National Alliance of Mental Illness Jackson, MS
	Destination Events Park Chair, Vision 2022	Greater Jackson Chamber Jackson, MS
2013	Planning Committee	Mayor Chokwe Lumumba's Inauguration Jackson, MS
2012- 2013	VP Membership	AFP MS, Mississippi Chapter Jackson, MS
2011-2013	Secretary	Leadership Greater Jackson Alumni Association Jackson, MS
2010-2012	Immediate Past Chair	Mississippi First Jackson, MS
2010	VP Diversity	AFP MS, Mississippi Chapter Jackson, MS
	Circles Campaign Guiding Coalition	Voice of Calvary Ministries Jackson, MS

2009	Chair, Grants Committee	United Methodist Conference Jackson, MS
	Chair, Board of Directors	Mississippi First Jackson, MS
	Parent Representative,	JPS Superintendent's Advisory Council Jackson, MS
	Vice-President, Board of Directors	Crossroads Film Society Jackson, MS
2008-2010	Volunteer, AP Government Classes	Murrah High School Jackson, MS
2008-2017	Member	AFP MS, Mississippi Chapter Jackson, MS
2008	Secretary	League of Women Voters of Mississippi, Jackson Area Jackson, MS
1998	Board of Directors	Trenton/Mercer County Boys and Girls Club Trenton, NJ
	Volunteer Fundraiser	AIDS Resource Foundation for Children Newark, NJ

References

Available upon request.