

LAURA JASON, CFRE

Box 1365, Menlo Park, CA 94026 C: 650.322.4344 EM: ljason2@earthlink.net www.laurajasonconsulting.com

WORK HISTORY

LAURA JASON CONSULTING, Menlo Park (1993 - present)

Principal, Development Consultant

Provides services for the nonprofit community: organizations, consultants, individuals, and foundations. Writing services include development of campaign case statements, feasibility study prospectuses, pitch decks, proposals for annual, project, campaign, and sponsorship goals, special project and reporting needs, website development and writing and/or editing of research studies. Practice includes corporate/foundation strategy formulation, prospect research, mentoring and interim staffing.

SETON MEDICAL CENTER FOUNDATION, Daly City (2012 – 2013)

Director, Major Gifts and Planned Giving

Analyzed existing major gift prospects—individual and institutional—and designed moves management system. Worked with consultant to facilitate solicitation meetings with Director. Enacted institutional giving program resulting in \$8M grant to the hospital, and wrote two direct mail solicitation letters. Worked with consultant to design first planned giving packet and website presence. Designed Seton Legacy Circle pin. Wrote hospital newsletter for three months, and two planned giving newsletters.

SAN FRANCISCO BOTANICAL GARDEN SOCIETY, San Francisco (2007 – 2009)

Dir. of Corporate Relations; Dir. of Institutional Giving; Dir. of Major Gifts

Developed, implemented and stewarded an integrated, comprehensive foundation and corporate program including corporate sponsorship and business partners program to meet the capital, annual, in-kind and special event needs of the San Francisco Botanical Garden at Strybing Arboretum in Golden Gate Park.

CULTURAL INITIATIVES SILICON VALLEY, San Jose (2003 - 2006)

Associate Director

Directed Cultural Leadership Program that identified and encouraged Silicon Valley's business and community leaders to visibly support cultural development and participation in the arts for this ten-year organization, which dissolved in December 2006 as planned. Managed fund development from all sources: \$4.6 million in four years. Provided office, personnel, as well as fiscal management including budgets, cash flow, investments and oversight of contract accountant and audit process. Oversaw publishing, marketing and public relations projects. Edited the *Inquires into Culture Series*, research studies devoted to exploration of the cultural ecology of Silicon Valley including:

There's Nothing Informal About It: Participatory Arts Within the Cultural Ecology of Silicon Valley

by Maribel Alvarez, Ph.D.,

Creative Community Index: Measuring Progress Toward a Vibrant Silicon Valley

by John Kreidler and Philip J. Trounstein, and

Immigrant Participatory Arts: An Insight into Community-building in Silicon Valley

by Pia Moriarty, Ph.D.

CALIFORNIA ACADEMY OF SCIENCES, San Francisco (1996 - 2002)

Senior Development Officer, Corporations & Foundations

Raised \$2.6 million dollars in fiscal year 2002; 300% of goal. Managed foundation and corporate programs including sponsorship for the largest museum in Northern California, and one of the five largest natural history museums in the country. Identified and cultivated prospects, developed strategy and composed corporate and foundation proposals for largest capital campaign in the history of a San Francisco cultural organizations. 2002 status: \$220 million raised out of \$370 million total. Created master list of Academy's research, education, public programs, marketing and administrative fundraising priorities in collaboration with the Executive Director and Division Directors. Directed and managed Academy Council, the museum's community advisory board. Collaborated with Marketing and Public Relations Department to create and execute promotional and marketing opportunities.

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WORK HISTORY

SAN JOSE MUSEUM OF ART, San Jose (1995 - 1996)

Grants Officer

Responsible for advocacy, research, cultivation, proposal writing, and compliance work regarding all government, foundation, and corporate foundation grants.

BAY AREA WRITERS WORKSHOP, Oakland, Berkeley and San Francisco (1987 - 1993)

Executive Director

Founded non-profit, and acted as Chief Financial and Executive Officer, and Fundraiser for organization that produced master classes and conferences for gifted creative writers. Secured seminal loan from Mills College, and received official status as Mills program in 1991. Initiated NEA-funded outreach program in Oakland, Berkeley and San Francisco libraries with special emphasis on writers of color, and the deaf and hearing-impaired community.

ADDITIONAL EXPERIENCE

2017-	Board member, Association of Fundraising Executives – Golden Gate Chapter
2015-2017	Board member, Palo Alto Humane Society
2009-2015	Board member, Montalvo Arts Center
2008-2010	Board member, San Mateo County Parks Foundation
2006-2014	Subject Matter Expert, CFRE International
2006	Grant Reviewer, California Cultural and Historical Endowment
2005-2007	Board member, Association of Fundraising Executives – Golden Gate Chapter
2005-2010	Advisor, Technical Consultants Panel, Action for Nature
2005	Panelist, Project & Program Grants, City of San Jose
2002-2008	Advisory board member, Committee of 100 for Tibet
1998-2001	Juror, California Book Awards, Commonwealth Club
1999	Participant, Institute for Nonprofit Consulting
1997-2002	Board member, Arts Council of San Mateo County
1995-1996	<i>Circuit Rider</i> consultant, Western States Arts Federation (WESTAF)
1993	Judge, <i>The San Francisco Bay Guardian</i> Fiction Contest
1991	Panelist, Literary Panel, Oakland Arts Council
1991-1993	Co-founder, Vice President, National Association of Writers' Conferences and Retreats
1991-1999	Board member, <i>Poetry Flash</i> , Berkeley
1991-1993	Fiction Editor, Advisory Board member, <i>Equinox</i> , Stanford

EDUCATION

M.F.A.	Creative Writing, Mills College
B.A.	English Literature with minor in Asian Art History, Mills College

AWARDS/CERTIFICATION

2005/08/11/14/17	Recertified as Certified Fund Raising Executive
2002	Achieved Certified Fund Raising Executive (CFRE) status
1990	Arts Administration Fellowship, Literature, National Endowment for the Arts
1988, 1989	Teaching Assistantship, English Department, Mills College
1987	Phi Beta Kappa