

TAYLOR ROSS

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Relationship builder, collaborator, and results-focused development professional with more than five years' experience in Individual Giving and Corporate Fundraising, Special Events and Development Operations; Committed to exceeding goals with efficiency and effectiveness.

EXPERIENCE

Theatre for a New Audience, 2020 – Present (*Currently furloughed due to COVID-19*)

Membership Manager

- Design and manage the launch, solicitation and stewardship for a new corporate program, The Corporate Circle
- Solicit corporate gifts and provide stewardship and benefit fulfillment to corporations and members as well as 50+ Producer Circle Members (\$1000-\$5000)
- Manage all correspondence, acknowledgements and materials relating to the Producers Circle and Corporate Membership programs in Raisers Edge and other related software
- Create donor/prospect cultivation methodology for individuals, corporations and foundations
- Research and maintain profiles on donors, corporations and foundations as well as prospect research

Prasad Consulting & Research, 2019

The Kulton Group, 2018-2019

Research, Development and Event Consultant

- Conducted internet and open source research and prospecting of potential individual and corporate donors
- Managed the website and multiple databases to generate reports and prepare data entries including Donor Search, iWave, Wealth Engine, Guide Star, Wealth-X and Wix/Weebly
- Researched, analyzed, and synthesized large quantities of data into a user-friendly, concise format and wrote comprehensive prospect reports for clients

St. Ann's Warehouse, 2018-2019 (*Position Eliminated*)

Events and Membership Manager

Events:

- Project managed and tracked all special events (approx. 30 per season), including but not limited to: opening and closing night parties, Inside Circle Dinners and VIP receptions
- Negotiated contracts, hired and supervised vendors for all events
- Responsible for \$250,000 special events budget and \$600,000 gala budget
- Planned and executed the St. Ann's Annual Gala for 500+ people, which exceeded its goal by over \$800,000 in 2018 and \$700,000 in 2019

Membership:

- Revamped and managed the membership program (1000+ donors of \$75 - \$1000), including solicitation, stewardship, acknowledgment, and benefit fulfillment resulting in the goal of \$68,000 being met and almost doubled to \$127,000 by the end of fiscal year
- Coordinated the Insider Circle program (75 donors of \$2,500 - \$9,999) including stewardship and benefit fulfillment
- Identified existing donors to upgrade and new prospects to cultivate; conducted prospect research prior to meetings
- Tracked all incoming gifts and provided comprehensive financial and other reports from Raisers Edge
- Drafted acknowledgements and renewal letters for all programs
- Executed direct mail communications, mail and digital appeals, and developed materials for annual and strategic campaigns surrounding season or project-specific initiatives with Marketing and Design teams as well as Mail House

Westport Country Playhouse, 2016 – 2018

Corporate Relations/Special Events Manager, 2017-2018

- Redesigned, implemented and executed the Corporate Program including benefits, outreach, gifts, contracts and requests
- Responsible for all special events (approx. 25 per season) including coordinating Insider Insights and Tech Talk series, opening night dinners, trips to London and LA, and special programming
- Oversaw and managed Phase 1 of the 2018 gala with a \$600,000 goal and served as the Text2Give liaison
- Negotiated contracts and hired vendors
- Managed departmental calendaring and project-managed departmental tasks and events using Asana
- Researched corporate giving history and prospective corporate sponsors for executive leadership prior to meetings

Artistic and Management Associate, 2017

- Served as staff liaison for 25+ Board of Directors; managed all communication, calendar committee organization, & meeting execution
- Researched donor history and information about prospective donors prior to meetings
- Assisted the Development department in donor cultivation, fundraising events and new donor programming
- Served on Season Planning committee, managed script library and provided input for play selection
- Prepared payroll and created contracts for AEA, IASTE and USA for 2017 season shows, as needed
- Served on gala committee with responsibility for gala auction with a goal of \$110,000 and an education initiative with a goal of \$50,000 through a text2give platform. Both goals were met and exceeded, including Text2Give raising over \$200,000.
- Supervised and project managed all Gala staff and volunteers

Development Associate/Development Fellow, 2016

- Organized constituent and development files
- Tracked all gifts, pledges and pulled acknowledgment letters from Tessitura
- Researched donor history and information about prospective donors prior to meetings
- Assisted with special events including the 2016 gala for 350 people and served as gala volunteer coordinator and gala auction assistant raising \$100,000 through 75 auction items
- Investigated grant opportunities in line with organizational mission and objectives
- Assisted with new donor programs and provided hospitality for donor events, dinners and meetings
- Tracked department budget including reconciliation of revenue and expenses

JCC Maccabi Games and ArtsFest, 2016

Assistant Director

- Maintained strong lines of communication between 20+committees, 41 delegations, staff and volunteers though email, mailchimp, social media and mass mailings
- Located housing for 1500 participants and secured over 1000 volunteers
- Utilized RegPack for registration of all volunteers, host families, participants and spectators and systemized for validation of medical forms, confirmation kits and waivers
- Identified and procured sponsorship and donations with national and regional companies including over 10,000 allergen-friendly snacks
- Administered budget of \$1.7 million dollars

SKILLS

Certified Fundraising Event Manager; strong negotiation skills; effective networking skills to build relationships; ability to identify problems and solve them; excellent time management and follow-through; aptitude to take initiative and prioritize tasks; proficient in Microsoft Office Suite and Google Apps; budgeting and data analysis; Online Event planner and facilitator; social media platforms.

EDUCATION

Muhlenberg College: B.A. Cum Laude - Theatre (performance studies and acting) and Music (voice and history)
Accademia dell'Arte: (Arezzo, Italy) – Commedia dell'Arte, Clowning, Physical Theatre, Shakespeare, Movement