

# LINDSEY TOMPKINS

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Highly effective fundraising professional with a strong background in marketing and design. Proven ability to consistently deliver impactful campaigns that have significantly boosted fundraising efforts. Skilled at building strong relationships, securing major gifts, and developing strategic initiatives that drive organizational growth. Seeking a mission-driven opportunity to utilize my experience and make a lasting difference.

## EXPERIENCE

### Major Gifts Officer

Keene State College | 2024 - Present

Manage 100+ major gift prospects (\$25K+), driving engagement for current use and future campaign initiatives.

Qualify and cultivate prospects, aligning donor interests with college priorities through strategic use of Blackbaud's Raiser's Edge.

Develop compelling proposals and foster strong relationships with key stakeholders, enhancing donor engagement and support.

Initiate portfolio management and strategically convert annual donors to major gift prospects through targeted annual fund campaign strategies for Giving Tuesday and KSC Giving Day.

### Director of Mission Advancement & Marketing Communications

YMCA Camp Coniston | 2016-2024

Led a \$7.5 million, comprehensive campaign that successfully secured funding for annual operations, capital improvements, and endowment growth, ultimately exceeding the target by 11%.

Directed the development and implementation of strategic fundraising plans, increasing the annual fund by 600% from \$200,000 to \$800,000 (2016-2023).

Secured \$1.4 million during the pandemic through a diversified approach utilizing grants, major gifts, and individual donations. This achievement marked the organization's first year exceeding \$1 million annually (2021).

Developed relationships with 25 major donors, cultivating \$3.2 million gifts ranging from \$40,000 to \$500,000 through targeted research of a 10,000+ prospect database.

Leveraged a strategic approach to manage a 100-prospect major gift portfolio, implementing annual fund campaigns that fostered strong donor relationships and achieved a 54% retention rate.

Successfully secured multiple six-figure grants through development and management, including research, proposal development, and reporting.

Organized successful small to large fundraising events (e.g., auctions, reunions) for 150 attendees that increased revenue and donor engagement.

Developed and executed comprehensive omnichannel marketing campaigns (e.g., direct mail, email, social media) designed to attract new donors and cultivate existing relationships.

Secured board approval for future initiatives by crafting impactful reports and stories highlighting past fundraising success.

Led and mentored fundraising team, fostering collaboration for campaign success.

## EXPERIENCE CONTINUED

### Marketing & Creative Director / Graphic & Web Designer

R.C. Brayshaw & Company | 2006 - 2016

*Collaborated with the marketing team to develop data-driven marketing campaigns with compelling content and visuals, driving brand awareness, engagement, and ROI.*

*Conducted market research and analyzed industry case studies to identify innovative marketing concepts for client presentations.*

*Leveraged data analysis (A/B testing, segmentation) to adapt marketing strategies across diverse industries (education, healthcare, youth development, etc.), maximizing campaign effectiveness.*

*Efficiently managed multiple design projects simultaneously, utilizing strong prioritization and time management skills to meet deadlines consistently and exceed client expectations.*

*Mentored junior designers, providing creative direction and training to accelerate their skills.*

### Owner & Creative Director

Kiwi Design, Inc. | 2004 - Present

*Manage a successful C corporation, providing comprehensive design and print solutions to diverse clientele.*

*Coordinating all aspects of the business, from client relationships, design development, vendor coordination, and financial management (invoicing, payroll, taxes, and IRS responsibilities).*

*Cultivating high client satisfaction, fostering long-term partnerships, and repeat business.*

*Ensuring on-time project completion and adherence to client specifications.*

### Graphic Designer

P2 Design | 2003 – 2006

*Collaborated with clients to translate their vision and objectives into impactful, high-quality designs that exceeded expectations.*

*Developed unique visual concepts for publications, direct marketing, branding, social media, etc.*

## EDUCATION

### Certificate in Fund Raising Management (CFRM)

Indiana University Lilly Family School of Philanthropy | 2019-2021

*Principles and Techniques of Fundraising*

*Developing Major Gifts*

*Developing Annual Sustainability*

*Planned Giving: Getting the Proper Start*

### Bachelor in Fine Arts with a Concentration in Graphic Design & Marketing Communications (BFA)

Endicott College | 2002-2004

## SKILLS

Fundraising Strategy & Management

Major Gift Cultivation & Solicitation

Donor Relations & Stewardship

Board & Volunteer Management

Grant Writing & Management

Marketing Strategy & Communications

Graphic Design

Event Planning & Coordination

Social Media & Digital Storytelling

Team Leadership & Mentorship

Data Analysis & Reporting

Project Management

Strong Verbal & Written Communication

## TECHNICAL SKILLS

### Donor Management Software

Blackbaud Raiser's Edge, GiveCampus, Bloomerang, Campminder, Salesforce

### Wealth Screening Software

DonorSearch, Kindful, QGiv, Research Point

### Adobe Creative Cloud

InDesign, Photoshop, Illustrator

### Web Development

WordPress, Drupal, Squarespace, WIX

### Social Media

Instagram, Facebook, LinkedIn, X (formerly Twitter), YouTube, Snapchat, Later, Hootsuite

### Email Marketing

Constant Contact, Mail Chimp, Thank View,

### Marketing & Project Management Platforms

Hubspot, Asana, Mindfire

### Microsoft 365 Products

Word, Excel, PowerPoint, Outlook

### Google Workspace Applications

PPC Ads, Analytics, Google My Business, Docs, Sheets

### Open AI

ChatGPT and Gemini

## PORTFOLIO



[www.KiwiDesignInc.com](http://www.KiwiDesignInc.com)



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