

Bernadine M. Douglas, CFRE

Accomplished professional with expertise in all areas of non-profit management, focusing on the fundraising and operational objectives of complex educational and social organizations.

Areas of Expertise

Principal, Major and Planned Gift Fundraising
Government, Corporate and Foundation Grants
Strategic Partnership and Relationship Building
Donor Relations and Stewardship

Board Recruitment and Relations
Program Development/Implementation
Data Collection and Analysis
Mentoring and Public Speaking

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- **Fundraising** – Engaged corporations and individuals personally soliciting millions in philanthropic support annually. Demonstrated effectiveness in all areas of fundraising including, planned giving, major gifts, and annual giving.
 - **Leadership** – Developed integrated strategic planning for development, alumni relations, and communications.
 - **Process Management** – Creation and implementation of prospect and talent management systems that maximize philanthropic support and ensures the highest return on the organization's investment

Professional Experience

Vice President for Alumni and College Relations
Berea College

July 2015 – Present
Berea, Kentucky

Serve as a member of the College leadership team integrating fundraising, marketing and alumni relations efforts. Coordinate all activities for the development committee of the Board of Trustees. Successfully executed campaign for \$72 million science building exceeding ahead of schedule and more than 120 percent above the campaign goal. Led the development team in three straight years of growth and the best fundraising years in the College's history with over \$30 million in gifts per year. Developed strategic marketing plan to include a multichannel approach that leveraged College's growing social media presence. Led the annual giving program to surpass its goal four consecutive fiscal years and increased the number of donors giving nationally.

Established capacity to receive and solicit online gifts, including via social media platforms. Implemented new philanthropic investment opportunities, including first-ever Giving Day in 2016 that grew from \$25,000 to \$500,000 in 2018. Increased giving across all constituents, including 70 percent participation in student giving program. Oversaw the expansion of College's planned giving program including a \$3 million annuity and first ever regional marketing campaign. Managed the creation of custom ARGOS interface for Banner Advancement. Designed first ever talent and prospect development management processes.

Vice President of External Relations
Embry-Riddle Aeronautical University

October 2012 – October 2014
Daytona Beach, Florida

Revised development operations to raise more than \$7.9 million in 2014 compared to \$4.2 million in 2013. Oversaw development and career services staff on two residential campuses. Successfully closed scholarship gift of \$1.5 million which was the largest in the University's history. Created first parents' giving program that

in the first two years of its implementation experienced a 50% growth in gifts and 23% increase number of donors.

Increased faculty and staff participation from 422 in 2013 to 513 donors in 2014. Cultivated strong relationships with the Board of Trustees resulting in the achievement of a historical 100% Board participation. Successfully identified and recruited board members growing the board by 20% in less than six months. Implemented a software solution that allowed for online giving for the first time in the University's history. Oversaw the development of a new alumni web site and online network resulting in a nine percent increase in memberships and 21 new alumni networks across the U.S. and internationally.

Successfully implemented an Executive-In-Residence Program that involved top executives and Fortune 500 companies in the life of the University. Created collaborative strategic planning process to include all areas of External Relations, including development, alumni and career services. Developed a Spring Career Expo and expanded the offering of University Employer Relations program.

Associate Vice-President
Embry-Riddle Aeronautical University

September 2007 – October 2012
Daytona Beach, Florida

Managed all aspects of development operations, including annual and planned giving. Led the team toward the final phase of \$70 million campaign personally securing over \$3 million for scholarship and program support. Developed and implemented prospect and talent management systems. Designed the University's first parents' giving program as well as loyalty giving program for alumni. Oversaw wealth screening project for more than 100,000 donors and prospective donors. Reimagined the University Legacy Society to include a new planned giving website and newsletter. Developed a Legacy Society Council and created signature events for members of the Legacy Society. Created giving program specifically for membership organizations whose missions aligned with the University. Worked with Deans across three campuses and in nine colleges to identify and fund strategic initiatives including the creation of the Boeing Scholars Program and Lockheed Martin EmPower Ed Scholarship.

Director of Major Gifts
University of Central Florida (UCF)

April 2001 – August 2007
Orlando, Florida

Raised over \$1 million toward the creation of a College of Medicine. Oversaw the successful implementation of a \$22 million gift of intellectual property and developed community events designed to identify and engage prospective donor in the programs of the biomedical sciences program. Managed all aspects of the University's corporate and foundation relations program, including securing over \$600,000 for new programs in the College of Education from Toyota USA Foundation, Lockheed Martin and Starbucks Foundation. Created annual giving campaign to support the College of Arts and Sciences Lou Frey Institute and coordinated efforts to support a faculty and staff campaign for the College of Optics and Photonics. Developed innovative community outreach program for the Burnett School of Biomedical Sciences designed to engage leaders and donors in the mission of basic science.

Education and Professional Accreditation

Master of Business Administration
Webster University

1999
Orlando, Florida

Bachelor of Science in Public Relations
University of Florida

1994
Gainesville, Florida

Certified Fund Raising Executive (CFRE)

2004, Recertification April, 2017