

LaMarr M. Walker

www.lamarrwalker.com

◆ Cell: 252-560-1222 ◆ lamarr767@gmail.com ◆

Skills:

- Proven Effective Leader
- Team Builder
- Program & Project Management
- Non-profit Management
- Staff training & development
- Program execution
- Volunteer recruitment
- Excellent interpersonal skills
- Strategic planning
- Account & donor development
- Expertise in grant writing, research & compliance

Personal Summary:

A desire to succeed, achieve excellence and the ability to interface with a variety of individuals on any level.

Creative problem solver who is not afraid to "think outside the box"-takes risks and responsibility.

Dedicated, hard-working and self-directed with a desire to reach professional and company goals.

Passionate leader with proven history in non-profit management, sales management, and marketing. Excels in all aspects of program and project management, fundraising, budgeting, recruitment, communications, and finance; Fosters, encourages and implements innovative new ideas with staff, board and volunteers through effective management and training. A team player with superior customer service skills.

Work

Experience:

2/2021 – 6/2023

Director of Development & Communications / Major Gifts, Boys & Girls Clubs of the Southeastern North Carolina – Wilmington, NC

- Responsible for all fundraising efforts to support a balanced budget for Club – annual budget of \$3.2 million, budgeting and forecasting.
- Responsible for leadership events annually raising \$360,000+. Annual growth - 16% and 25% year over year.
- Lead the Resource Development team including hiring and training in all aspects of fundraising, stewardship, volunteer engagement, communications, and marketing.
- Major gifts, foundations, grants: Through solicitations, board relations, committees, corporate proposals, and grant submissions secured more than \$2.4 million in funding. Increased non-government grants by \$600,000+.
- Responsible for rebranding, marketing, and communications for historical unification of two Boys & Girls Clubs including collateral, video documentary, website redesign and social media campaign.
- Oversee all marketing and collateral to support, promote and educate internal and external customers for programming and fundraising.
- Board engagement and reporting all fundraising and marketing activities.
- Responsible for all CRM administration, donor relations, stewardship, and retention plus volunteer appreciation.
- Support several regional meetings as fundraising and best practices contributor.

4/2019 – 2/2021

Major Gifts Officer, Boys & Girls Clubs of the Coastal Plain - Greenville, NC

- Responsible for major gifts to support the 17 Boys & Girls Clubs in eastern NC – annual budget of \$6.5 million.
- Analyze historical giving data for patterns and trends: Developed campaign strategy and RD plan based on findings.
- Responsible for securing major gifts, working through volunteers and board members – Major gifts totaled 79% of income.
- Grants focused on new opportunities, research, and programmatic funding.
- Analyze donor management system for migration to new CRM – Raiser's Edge
- Provide guidance and support to entire Resource Development team with regards to volunteer relationships, communication, marketing, campaign, and event execution
- Trainings: Advanced Leadership in Resource Development, Philanthropy Leadership Institute - Indiana University Lilly Family School of Philanthropy; Major Gifts Seminar – AFP; RAISE 2020 – One Cause; Multiple courses for virtual events, and fundraising for racial & social justice.

8/2014 – 9/2017

Sr. Development Director, Regional Manager - East Carolina Council, BSA

- Membership served annually – Youth: 7,600 Volunteers: 2,400
- Southern Region Recognition – High growth in membership: (2014, 2015)
- Responsible for annual campaigns through direct solicitations and management of staff, raising \$2.4 million. Also, CRM administration, donor relationships and retention

- Southern Region Recognition – Fundraising 19% increase year over year (2017)
- Hire, manage and train six executives in all aspects of operations including program execution, recruitment, fundraising, customer service, and unit service to support the programs of Scouting.
- Skillful in C-Suite relationships – specializing in board development for program execution and financial support, concentrating on diversity.
- Fundraising event successes include \$1,136,000 raised in special and leadership events including golf tournaments, speaker events, honoree events and others.
- Responsible for grant writing and reporting including relationships with 7 United Way agencies – \$681,000 raised.
- Increased project sales/gifts-in-kind by 126% through effective marketing (2016)
- Product sales exceeded historical high in 2015 with 3-year total of \$1,276,000.
- Very proficient in computer skills including Blackbaud CRM, Microsoft suite, web design and marketing, and local programs..

6/2012 – 8/2014

Development Director, Georgia-Carolina Council, BSA - Augusta, GA

- Membership served annually – Youth: 2,600 Volunteers: 1,057
- Responsible for all fund-raising and marketing aspects for company.
- Managed, promoted and executed five annual special events including a golf tournament, fishing tournament, and sporting clays, along with dinners with live and silent auctions.
- Trained council executives to achieve fundraising and marketing goals raising more than \$275,000 in annual campaigns using best practices.
- Accountable for 5 United Way Agency relationships, including grant applications and reporting resulting in more than \$230,000 annually.
- Developed and cultivated C-Suite relationships with companies/donors to create financial sustainability.
- Key professional advisor for development of new Strategic Plan
- Worked with executive board to develop marketing plan for increased visibility and communication with constituents, including new website and newsletter design.

7/2011 – 6/2012

Development Director, Istrouma Area Council, BSA - Baton Rouge, LA

- Membership served annually – Youth: 8,002 Volunteers: 2,500
- Leadership for annual campaign to support \$1.9 million-dollar budget.
- Fundraising specialist for 3 special events – raising more than \$150,000 (20% increase).
- Responsible for grant writing - \$325,000 raised (26% increase) and \$1.1 million submitted pending decisions at time of departure.
- Developed and cultivated C-Suite relationships with companies/donors to create financial sustainability.
- IT support resulting in analysis and complete overhaul of office systems - \$45K in grant funded upgrade.
- Marketing specialist - Implemented new website design, created bi-weekly electronic newsletter.

10/2006 – 07/2011

Territory Manager, East Carolina Council, BSA - Kinston, NC

- Provided support, marketing and leadership for the Scouting program for 2,500+ youth and adults in rural eastern NC including traditional and school-based programs.
- Annual fundraising and event planning resulting in \$450,000+ for local Scouting programs.
- Specialized in volunteer recruitment and development.
- Earned outstanding quality award for area every year requiring growth in recruitment and fundraising.
- Additional council level staff assignments include marketing and execution of annual recognition banquet, annual training conference, Philmont contingency, 2010 National Scout Jamboree contingency.

Education:

Fine Art/Art Education/East Carolina University	Greenville, NC
Occupational Technology/Pitt Community College	Greenville, NC

References: Available upon request