



MANAGER PROFILE

Martha Garvey

With nearly 20 years of sales and fundraising experience, an extensive background in the performing arts, and a clear aptitude for business leadership, Martha Garvey has proven herself to be one of the stars of the SD&A campaign management team.

For the past two years, Martha has been managing campaigns at our NYC call center. Her work includes successful efforts for a range of clients, including Yale Repertory Theatre, American Ballet Theatre (ABT), and Associate Alumnae of Douglass College. On the ABT fundraiser, Martha exceeded her goals in the first year while also increasing acquisition revenue for the client. She is currently off to a strong start on the ABT subscription sales campaign, having tallied a stellar renewal week that produced more than projected and surpassed prior years.

To ensure success, Martha has recruited and trained a team of calling agents who can seamlessly shift from fundraising to subscription and ticket sales, adapting their approach as needed to suit ballet, theater, classical music, or higher education advancement calls. She has also trained and developed a select team of callers who work with major gift prospects. The program has been a success with multiple, five-figure gifts solicited, including a \$35K gift from a former non-donor.

In addition to her work in the NYC call center, Martha has been managing subscription sales and fundraising campaigns for Lincoln Center since 2011. During brief, high impact calling windows, the Lincoln Center campaigns under Martha's leadership have generated over \$250K a year for the organization. Before Lincoln Center, Martha spent a decade as the assistant manager at Carnegie Hall, where she worked on both fundraising and subscription sales campaigns. Her long and successful tenure provided her with valuable hands-on experience—and a high level of proficiency—in managing the day-to-day operations of these large and complex campaigns.

As a manager, Martha is a self-starter who quickly sees opportunities that can be maximized and wastes no time in troubleshooting campaign issues whenever they arise. Equally important, Martha is known for her ability to forge positive working relationships with both clients and callers alike. She's smart, detail-oriented and follows through on projects in a timely manner.

In addition to her work with SD&A, Martha currently runs her own yoga instruction business, teaching classes for both beginning and advanced students. She also spent 15 years working in theater, in a variety of capacities, for more than a half-dozen organizations, including the New Actors Workshop and The Actors Institute (both in NYC) and the North Carolina School of the Arts. She enjoyed creative experiences in multiple areas of the craft, from teaching acting classes and writing grants to directing and producing plays. She also worked as an adjunct professor in the theater department at the University of Wisconsin at Green Bay, where she taught classes in classical ballet and jazz technique. Martha was responsible for developing curriculum, planning and directing student productions, and conducting student evaluations.

Over the years, Martha has volunteered her time to several community organizations, where she designed and led theater workshops for children and taught teambuilding workshops for adults using theater games. She earned a bachelor's degree in the humanities from the University of Wisconsin at Green Bay and an associate degree in theatre from Santa Monica College in L.A.