

DONNA M. STEWART

E-mail: donna@nellicreates.com | <https://www.linkedin.com/in/donnastewartco/>

NON-PROFIT PROFESSIONAL

PROGRAM/PROJECT MANAGEMENT | SPECIAL EVENT PLANNING + EXECUTION

A well-rounded non-profit professional and proactive problem solver with over 15+ years' experience in special event planning and project development. Skilled in the execution of city-wide conventions, association conferences and non-profit fundraisers. Ability to manage multiple projects while keeping an eye on the big picture. Personable team player with a love for creative writing and development of marketing and brand communications. Skilled at developing strategic alliances and partnerships in both the public and private sector. Valued as a highly effective communicator that thrives on teamwork and collaboration.

CORE COMPETENCIES

- PROGRAM PLANNING/FUNDRAISING
- COMMUNITY OUTREACH
- SPECIAL EVENT FUNDRAISING
- PARTNER ENGAGEMENT
- PUBLIC RELATIONS & MARKETING
- EVENT PLANNING AND VOLUNTEER MANAGEMENT
- CREATIVE & CORPORATE COMMUNICATIONS
- STRATEGIC PLANNING

PROFESSIONAL EXPERIENCE

PROJECT MANAGER, AFRICAN AMERICAN DEVELOPMENT OFFICERS, (AADO)

AUGUST 2022 - PRESENT

- Responsible for various projects and execution elements for this professional development organization
- Planned annual networking dinner and Board of Directors meeting held in concert with AADO/CASE conference
- Lead event planner for AADO 2024 Annual Meeting and 25th Anniversary Conference
- Provide special project support to founder Birgit Burton, AADO staff and volunteers

PROJECT MANAGER, ATLANTA YOUTH BIKE SUMMIT

JUNE 2021 - JUNE 2022

- Coordinated Youth Bike Summit for Atlanta Based Dream Team Youth Bike Organization
- Assisted with establishment of program structure which featured attendance by Mayor Andre Dickens and proclamation by Atlanta City Council member Jason Winston
- Served as liaison for national committee conference and planning meetings
- Responsible for all event logistics and programming components to include housing, food and beverage, registration, etc
- Advised youth video capture of event in partnership with re:imagine/ATL
- Contracted with Whova Software to assist attendees with activities, workshops and bike routes

PROJECT MANAGER, AHMAUD ARBERY FOUNDATION (AAF)

AUGUST 2021 - AUGUST 2022

- Served as Project Manager for the inaugural Ahmaud Arbery Foundation scholarship program directed by Founder and Board of Directors
- Planned and executed scholarship announcement at the National Center for Civil and Human Rights (NCCHR) to acknowledge the 2-year date of Ahmaud's death.
- Created a program which featured Mayor Cosby Johnson of Brunswick, Georgia and NCCHR Board Chair Andrea Young and other dignitaries and VIP's from across Georgia.
- Secured and identified public relations and social media manager for execution of coverage across all platforms to include television, online and print media resulting in 132 clips around the globe and advertising equivalency of \$1.4 million dollars
- Outcomes included donations exceeding \$500,000 dollars in pledges and gifts; national and local press and above the fold coverage in the Atlanta Journal Constitution
- Managed budget and all related expenditures for venue, contractors and event logistics
- Established criteria for scholarship eligibility and created application in partnership with Brunswick High School Scholarship Committee
- Penned all documents and communication materials for students, teachers and participating colleges and universities

- Served as Consultant and Executive Director for New York based non-profit youth tennis organization which hosts annual 2-week free summer tennis camp for youth ages 12-17 from under-resourced communities in New York and New England
- Secured \$10,000 matching gift for Board challenge in third quarter 2020
- Work with volunteer Board Chair, committee chairs and board members on strategic plan to address pandemic related programmatic challenges
- Orchestrated banking documentation and completion for paycheck protection act for organization and employee assistance for 2020-21 and 2021-22
- Conducted outreach to partner organizations have ideas/strategy for virtual tennis instruction and educational programming
- Managed USTA Safe Play Certification for staff, coaches and volunteers and recertification for 2020 -21 NJTL Enrollment
- Served as contact for all USTA NJTL related meeting webinars, informational sessions related to pandemic assistance for youth tennis programming
- Created informational and email marketing campaigns through Mail Chimp (Intuit) for stakeholders to keep apprised of program updates and changes
- Conducted outreach for camp roster eligibility for current, past and incoming campers
- Managed donor gift record keeping and acknowledgement in Donorperfect Database
- Coordinated virtual monthly board and quarterly committee meetings
- Disseminated year-end donor gift acknowledgement and IRS letters for first quarter 2021
- Provided all reporting for donor giving levels to assist with fundraising for board members
- Created 2021-22 comprehensive planning calendar/timeline for Strategic Planning
- Lead project on 2021-22 Impact Report; hired graphic designer, created messaging for Board Chair and wrote camper profiles

Project Event Consultant, Miami, Florida

2018-2020

Provide core strategic services as an independent project consultant for several marketing and special event planning agencies with focus to include, but not limited to:

- Assessment and Implementation
- Social Media Creative Construct
- Strategy and Messaging
- Management and Staffing

Projects in 2018-2020 include emphasis on local and state political fundraisers and campaign events, annual music festivals, groundbreaking and grand openings and Miami-based special events, local and statewide political races, music festivals, groundbreaking events, etc. Projects include Founders Weekend and Investors Day for Piney Woods School, Florida Gubernatorial Fundraiser, Miami Shores Mayoral Race, and Miami Shores Community Alliance annual Mayor's Ball fundraising, sponsorship and event planning.

Camillus House, Miami, Florida

Community Engagement & Special Events Manager

2013-2017

- Managed two annual fundraisers generating over \$2 million for this non-profit serving persons who are experiencing homelessness
- Responsible for donor solicitation and identification of potential event partnerships
- Worked with Board Chair, Board Members and staff on construct of silent and live auction portion of fundraisers
- Developed proposal to support cause-related marketing efforts to enhance fundraising and services
- Cultivated relationships with community partners to engage and identify potential collaboration
- Responsible for internal and external communication as relates to individual, corporate and business donors
- Provided direction for onsite management of registration, live auction and overall execution of event
- Coordinated post-event logistics including comparison reporting and donor acknowledgement
- Collaborated internally with various departments on goals, objectives and deliverables related to fundraising events
- Developed procedures for community engagement to streamline process for community partnership meetings
- Worked with volunteers, staff committee and client-lead Consumer Advisory Board



EDUCATION

Bachelor of Arts, Marketing State University of New York, New Paltz

VOLUNTEER/CIVIC ENGAGEMENT

- Miami Shores Community Alliance - Chair, Board of Directors 2019-2021
- Posse Miami - Writing Coach and Dynamic Assessment Process
- Brother to Brother/Sister to Sister - Event Volunteer
- Miami Shores Village Council - Candidate Volunteer

