

Kelley (Cross) Atwood

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NONPROFIT MANAGER

Executive with over fifteen years of proven expertise in nonprofit data and technology management. Broad background of data management, technology management and implementation, data analytics and trainer. Proven success in data administration, strategic planning, and project management.

QUALIFICATION PROFILE

| LEADERSHIP | FUNDRAISING SOFTWARE |
|---------------------------------|------------------------------------|
| * Strategic Planning | * Blackbaud |
| * Project Management | The Raiser's Edge |
| * Budget Administration | <i>Certified The Raiser's Edge</i> |
| * Management/Team Building | <i>Professional level</i> |
| * Visionary Leader | * RE NXT |
| * Excellent Trainer of Users | * Research Point, LexusNexus |
| * Excellent Donor Relationships | * NetCommunity, Convio ASP |
| * Relational Database Design | * AcademicWorks |

ACHIEVEMENTS

- **PROJECT MANAGEMENT:** Implementation of multiple software products including Blackbaud's Raiser's Edge, Blackbaud NetCommunity, Blackbaud Scholarship Management (AcademicWorks), EverTrue, Import-O-Matic. Conversion of Raiser's Edge from self-hosted to cloud hosted. Migration from Raiser's Edge to RE NXT. Conversion of PaperSave from self-hosted to cloud hosted. Accurately scopes out the length and difficulty of the tasks and projects; sets objectives and goals.
- **EFFECTIVE COMMUNICATOR:** Through working with technology vendors and training non-technology employees, ability to translate technical procedures to layman's terms with training and operational procedures.
- **FLEXIBLE/ADAPTABLE:** Quickly learn new structure, methods, software and technology resulting in timely conversion/implementation. Ability to work effectively with a broad range of internal and external constituencies.
- **PROBLEM SOLVER:** Tackle complex issues by troubleshooting and finding solutions. Not afraid to examine the current process to see if it can be made better and more efficient to achieve the stated objectives.
- **TEAM MAKER:** Have worked and helped build high-performing teams, leading a team of people towards a common goal.

Professional Experience

UT Dallas - Richardson, Texas

Aug.2016 - Present

Director of Development, Data and Technology Services

Director of Development, Data and Technology Services and Prospect Research

Director of Development, Gift and Data Services

To track and efficiently manage the day to day operations of the Raiser's Edge database and RE NXT. Manage three full time personnel, oversee the management of the Raiser's Edge database and RE NXT regarding data entry, installation, training and exporting.

- Manage the day to day operations within the Raiser's Edge database and RE NXT
- Oversee donor files and data operations
- Ensure integrity and consistency of data in Raiser's Edge database
- Maintaining Raiser's Edge policies and procedures and creating and evaluating verification reports and queries to monitor data integrity
- Data Strategy, Analysis and Metrics. Help define, produce and mine data designed to support the university efforts. Analyze information, historical trends and issue recommended actions. Conduct situational analysis on current and prospective constituents

- Produce, analyze information for development related meetings, trips and events
- Responsible for supporting the data needs of the office and its various units, preparing lists and generating ad-hoc and standard analytical, statistical, and financial reports using report writer software to accurately, clearly and effectively present desired data to end users.
- Work with the Development Directors to create reports to help uncover more information on the constituents, assisting in understanding the data and easily share the information within our department and assign donors to portfolios.
- Oversaw the Prospect Research team to identify and qualify potential donors
- Oversaw the Gift team to help create new procedures to streamline gift entry and reduce errors

UT Arlington - Arlington, Texas

Oct.2014 – Aug.2016

Director of Development, Advancement Services Technology

To proactively develop solutions to meet the technology needs of the Office of Development and Alumni Relations programs; to maintain and manage the constituent database, The Raiser's Edge; to meet the data and reporting needs of the Office of Development and Alumni Relations; to manage and direct the day-to-day technology needs of the department.

- Manage The Raiser's Edge as the resident Raiser's Edge expert. Monthly training of staff and support of development staff. Maintain user security rights. Perform maintenance on Raiser's Edge.
- Research and make recommendations regarding new technology applications to further advance the department.
- Manage technical needs for Blackbaud NetCommunity and ongoing management and training.
- Academic Works project management, implementation and training for the scholarship application and awarding software for the university.
- Ensure integrity and consistency of data in Raiser's Edge database by establishing best practices, maintaining Raiser's Edge policies and procedures and creating and evaluating verification reports and queries to monitor data integrity. Lead, process and assist with all global changes, data imports and system upgrades.
- Develop reports to meet the reporting needs of the Office of Development and Alumni Relations using Raiser's Edge and Crystal Reports.
- Provide data files and reports as needed by Development and Alumni Relations staff and university community.
- Provide technical support to the Office of Development and Alumni Relations. Troubleshoot reported problems and follow-through to final resolution.
- Maintain a working relationship with the Office of Information Technology in all matters relating to the Office of Development's technology needs and the maintenance of the Raiser's Edge, NetCommunity and other technology utilized by the department.

UT Southwestern Medical Center - Dallas, Texas

Oct.2012 – Oct.2014

Development Applications Administrator

Assist the Director of Strategic Initiatives as Project Manager for the implementation of the Blackbaud products The Raiser's Edge.

- Serve as the project manager and the development database expert during the implementation process of the conversion from the legacy system to The Raiser's Edge.
- Responsible for exporting and preparing the data from the legacy system and sending the data to Blackbaud for each of the test runs. Working with the Senior Technical Consultant at Blackbaud to ensure the data is ready for each test run for validation.
- Responsible for maintaining the structure and integrity of the development/donor database, ensuring accurate and consistent information management, and supporting the office's data needs. This includes attributes, business rules, code tables and other related functions, and ensuring successful and seamless integration, communication and feeds between database and other support applications.

- Assist in the development & implementation of database policies and procedures, and maintain documentation of internal business processes and workflows.
- Train users on the functionality, standards and proper use of the database.
- Assist with the implementation of the donor prospect tracking component and analysis of major donors and develop a more donor-centric mentality and culture.
- Responsible for assisting in the preparation of internal and external benchmarking surveys, financial management, and summary reports used to make decisions about products and services needed in the office.

Girls Inc. of Metropolitan Dallas - Dallas, Texas

Database and Evaluation Director

Aug.2012 – Oct.2012

Development Coordinator

Feb. 2011-Aug.2012

- Assisted the development staff in the coordination and execution of development activities.
- Provided prospect research and high-level information on major donors to assist Major Donor officer, CEO or board with meetings. Prepared staff, Board, volunteer, and donor communications.
- Assisted in the development and implementation of agency database standards, policies, and procedures.
- Maintained, managed and ensured integrity of the agency databases; created systems of tracking and reporting status/progress; assisted with measuring outcomes and evaluations for grant and reporting; ensured that all related deadlines were met.
- Ensured that evaluation reports were submitted for distribution to various internal and external stakeholders.
- Assisted with the tracking and dashboard progress of the strategic initiatives of the organization.
- Performed a wide range of administrative and logistical tasks to support the daily workflow of the office.
- Assisted the marketing department with the website redesign and launching of new site. Updated website, and assisted with redesign using Convio WYSIWYG and HTML
- Maintained The Blackbaud Raiser's Edge donor database, gift records, and donor acknowledgement letters
- Worked in Blackbaud Wealth Management and qualification through predictive modeling
- Evaluated prospects by financial capacity, interests, and relationships, supporting development team through prospect cultivation cycle
- Recognized wealth indicators by evaluating financial assets and known liabilities to estimate prospect-giving potential and apply appropriate ratings
- Distinguished, researched and qualified foundation prospects
- Assisted in setting up and preparing development/media mail and e-campaigns
- Prepared production fundraising reports weekly/monthly and upon requested
- Balanced with accounting twice monthly
- Assisted in the coordination and execution of activities such as special events, functions, including communication among staff, board, volunteers and donors
- Stewardship of donor relationships

Alzheimer's Association Greater Dallas - Dallas, Texas

Donor Records Associate

Nov. 2008 – Feb. 2010

Volunteer

Aug. 2004 – Feb. 2010

- Managed extensive Excel financial data for all events and provided reports to all management teams.
- Entered donor records into Blackbaud The Raiser's Edge software
- Managed all special event donor records and accounting records, including QuickBooks, records/reports in Excel, The Raiser's Edge, and Kintera
- Provided data entry work, and produced documentation needed for various events and programs
- Provided support for the finance manager, development team on special events, and education department on special events.
- Provided donor reports for the Executive Director and Vice-President of Development for large donor records.

EDUCATION & PROFESSIONAL DEVELOPMENT

Texas Woman’s University MBA 5/11
 Masters of Business Administration *Emphasis on Business and Health Studies*

Texas Woman’s University BGS 8/09
 Bachelors of General Studies *Emphasis on Business and Health Studies*

Dallas County Community College District AA 8/97
 Associate of Arts *Emphasis on Business and Health Studies*

University of Texas at Dallas 2018
 Executive Certificate in Nonprofit Management, Institute for Excellence in Corporate Governance

NTEN
 Nonprofit Technology Professional Certificate

Blackbaud
 Certification in Raiser's Edge at the Professional
 Certification in Raiser's Edge at the Fundamentals
 Certification in Raiser's Edge at the Associate
 Certification in Raiser's Edge Constituent Management Badge
 Certification in Raiser's Edge Marketing and Communications Badge
 Certification in Raiser's Edge Gift Management Badge
 Certification in Raiser's Edge Fundraising Badge
 Certification in ResearchPoint: Fundamentals
 Certification in RE NXT at the Fundamentals
 Certified for Nonprofit: Fundraising (bCNP-Fundraising)

EverTrue
 Power User

PROFESSIONAL MEMBERSHIP

- NTEN (Nonprofit Technology Network)
- APRA (Prospect Researchers for Advancement - Fundraising research, analytics and relationship management)
- APRA N. Texas (Prospect Researchers for Advancement - Fundraising research, analytics and relationship management)
- Greater Dallas AFP (Association of Fundraising Professionals Greater Dallas Chapter)
- AASP (Association of Advancement Services Professional's) – Corporate Membership

HONORS & AWARDS

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| Alzheimer’s Association of Greater Dallas <ul style="list-style-type: none"> ● Volunteer of the Year 2005 ● A+ Award 2006 ● Golden Angel Award 2008 | Volunteer Center of North Texas <ul style="list-style-type: none"> ● Lone Star Legend Award 2006 ● Lone Star Legend Award 2007 |
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President Bush & President's Council on Service and Civic Participation
 The President’s Volunteer Service Award (Silver) 2007

The University of Texas System Award

- Chancellor's Excellence Award for Excellence in Advancement Services 2014
 - The Chancellor’s Excellence Awards recognize exceptional performance and best practices in key areas of External Relations functions.