

Alexandria L. Craig

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PROFESSIONAL PROFILE

- ❖ Results-oriented, advancement professional with leadership, volunteer, and program-management success
- ❖ Passion for donor engagement, program design, and relationship-building
- ❖ Strategic problem-solver with positive attitude and commitment to attaining goals and objectives

PROFESSIONAL EXPERIENCE

SWARTHMORE COLLEGE

Summer 2011 - Present

Director, Volunteers - Alumni and Parent Engagement

Sr. Associate Director, Volunteers - Alumni and Parent Engagement

Associate Director, Leadership Giving

Associate Director, Parent Giving

Associate Director, Parent Programs

Build and strengthen donor and volunteer relationships on behalf of the College in pursuit of philanthropic support for strategic funding priorities. Engage volunteers while providing program management in support of the larger Swarthmore community. Provide high level customer service while increasing strategic institutional engagement efforts.

Key Achievements:

- ❖ Design, development, and volunteer management of 100 top-tier major gift donors resulting in \$35 million in new campaign commitments through personal philanthropy and peer to peer solicitations.
- ❖ Leadership of complex volunteer leadership structure, President's cabinet, and Advancement colleagues.
- ❖ Doubled and maintained membership of 100 parent leadership volunteers, including international and legacy families, resulting in an increase in annual parent philanthropy by \$200K in a single year; growth of 25%.
- ❖ Volunteer philanthropy established the first initiative of the strategic plan by raising \$5.3M in a single year.
- ❖ Management a portfolio of 125 active prospects, and consistently met and surpassed donor meeting and engagement goals on an annual basis.
- ❖ Supervision of three staff members, with strategic development and implementation of all-alumni programming upon reorganization and implementation of new team.
- ❖ Developed and strengthened affinity engagement for Alumni of Color, LGBTQ+, and Black Alumni Network.
- ❖ Merged efforts for reunion fundraising and class event planning into one collaborative program and committee volunteer structure.
- ❖ Oversaw management of class activities, customer service, staffing, and problem-solving of Alumni Weekend.
- ❖ Designed Advancement Volunteer Summit, a weekend for 500 volunteers focused on strengthening their leadership volunteer roles and providing consistent messaging and access to College leadership.
- ❖ Member of Alumni & Parent Engagement leadership team and divisional management team.

ALBRIGHT COLLEGE

Summer 2008 – Summer 2011

Assistant Director of The Fund for Albright

Secured philanthropic support to advance institutional priorities by planning and implementing a comprehensive annual fundraising campaign.

- ❖ Cultivated a portfolio of 120 prospects, soliciting and closing annual leadership gifts of at least \$1,000
- ❖ Managed the President's Council, the College's annual leadership giving program
- ❖ Established comprehensive and collaborative, campus-wide Parents program
- ❖ Coordinated the Faculty & Staff campaign that led to an increase of 23% to 81% in employee giving
- ❖ Managed the 10th year, 40th year cluster, and affinity group reunions

JOHNS HOPKINS UNIVERSITY

Fall 2007 – Summer 2008

Administrative Secretary

Provided comprehensive, high-level administrative support and independently addressed needs that supported a moves-management donor pipeline system to strategically engage donors.

- ❖ Coordinated major and principal gift portfolio management including principal gift action plans and donor portfolios and gift cycles for 300+ major gift donors and prospects
- ❖ Managed and directed research pipeline for discovery prospects in major gift officer portfolios

EDUCATION

Gettysburg College

Spring 2007

Bachelor of Science in Chemistry
Bachelor of Arts in English

PROFESSIONAL DEVELOPMENT

- Plus Delta Partners Advancement training
- Leadership development and training Program
- Argos/Banner, Millennium, AlumnIQ, and ALADIN relationship databases
- Parents Fundraising conference
- CASE conferences
- Affinity workshop series