




# Sarah Campbell

Senior Fundraising Specialist

## CONTACT

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-  United States, New York, NY

## EDUCATION

### Master of Public Administration (MPA)

Columbia University, Graduated: May 2015

### Bachelor of Arts in Sociology

University of Michigan, Graduated: May 2011

### Certifications

- Certified Fund Raising Executive-**  
June 2019
- Nonprofit Management Certificate-**  
September 2017

## PROFESSIONAL SUMMARY

Results-driven Fundraising Specialist with experience in planning, executing, and managing large-scale fundraising campaigns. Skilled in donor cultivation, relationship management, and strategic communication to secure funding for nonprofit organizations. Adept at leveraging social media platforms and traditional outreach to engage donors and build long-term partnerships.

## EXPERIENCE

### Senior Fundraising Specialist 2020 - Now Children's Hospital Fund, New York, NY

- Plan and implement fundraising strategies, resulting in a 40% increase in donor contributions year-over-year.
- Develop and manage major gift campaigns, targeting high-net-worth individuals and corporate sponsors.
- Build and maintain strong relationships with donors, ensuring continuous engagement and commitment to the cause.
- Lead a team of junior fundraising staff, overseeing the logistics of donor events and campaign initiatives.

### Fundraising Specialist 2015 - 2020 Human Rights Watch, New York, NY

- Coordinated annual fundraisers that raised over \$1 million in total donations.
- Conducted donor research and managed donor databases, ensuring accurate records and follow-ups.
- Created compelling fundraising materials, including email newsletters, social media posts, and brochures, that increased donor engagement.
- Engaged with corporate sponsors, securing in-kind donations and event sponsorships.

## SKILLS

Donor Engagement & Cultivation	★★★★★
Event Planning and Management	★★★★★
Major Gift Campaigns	★★★★★
Database Management	★★★★★
Budgeting and Financial Reporting	★★★★★
Public Speaking and Presentation Skills	★★★★★
Social Media Strategy	★★★★★