

Evelyn Ortiz

Development Coordinator

CONTACT

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United States, Denver, CO

EDUCATION

B.A. in Communications

University of Colorado Denver,
Graduated: May 2017

Certifications

- Certified Fund Raising Executive – Issued April 2023
- Salesforce Nonprofit Success Pack Training – Completed November 2022

PROFESSIONAL SUMMARY

Dynamic and mission-driven Nonprofit Fundraiser with experience designing donor campaigns, cultivating relationships, and increasing organizational revenue across digital and grassroots channels. Adept at leveraging data and storytelling to boost donor engagement.

EXPERIENCE

Development Coordinator 2020 - Now Hands Together Colorado, Denver, CO

- Launches and oversees recurring giving program, resulting in a 48% increase in monthly contributions within 12 months.
- Leads donor segmentation for email appeals, resulting in a 32% uplift in clickthrough and conversion rates.
- Secures an annual average of \$130K in unrestricted funds through direct mail and GivingTuesday strategies.
- Builds relationships with over 300 recurring and mid-level donors, achieving a 75% donor retention rate.
- Develops stewardship materials including impact reports, program updates, and quarterly newsletters.

Donor Relations Assistant 2017 - 2020 Hope Horizons Foundation, Denver, CO

- Managed donor thank-you process and annual report production.
- Assisted with Salesforce CRM overhaul, improving data integrity and segmentation.
- Contributed to donor reactivation campaign, recovering over 60 lapsed supporters in one quarter.

SKILLS

Donor cultivation and stewardship	★★★★★
Email segmentation and direct appeals	★★★★★
CRM systems (Salesforce, Bloomerang, Kindful)	★★★★★
Impact storytelling and visual reporting	★★★★★
Fundraising KPIs and dashboard development	★★★★★