

BETH JOHNSON
PROFESSIONAL SUMMARY

Specific expertise in:

- Analysis of current funding strategies
- Board, staff, and volunteer training
- Annual fund and fundraising program development and implementation
- Best practices for capital campaigns
- Marketing and communications
- Relationship building and stewardship
- Grant writing
- Foundation research
- Partnerships and collaboration
- Volunteer management
- Fundraising event management

Virginia Non-Profit Associates, LLC, Richmond, VA - Founding Principal, March 2015 - present
Representative Clients:

- Ashland Theatre Foundation
- Blessed Sacrament Huguenot
- Cardinal Newman Academy
- Chase Dreams Not Boys, Inc.
- Chesterfield Center for the Arts Foundation
- Equality Virginia
- Saint Francis Home

Wilton House Museum, Richmond, VA - Director of Development: Nov. 2012 - Nov. 2014

- Increased total giving by 149%
- Managed and enhanced the annual fund, major gifts, planned giving, grants, corporate relations, partnerships, donor cultivation, outreach events, and membership programs
- Created communication and marketing pieces including solicitation packets and mailings, brochures, annual reports, and electronic promotions of programs and events
- Managed the donor data base, gift receipting process, and the creation of donor and campaign reports
- Provided developmental leadership to the board, executive director, staff and development volunteers

Trinity Episcopal School, Richmond, VA - 2006 - 2012

Global Engagement Coordinator: 2011 - 2012

- Developed the Global Engagement program and all supporting implementation documents
- Established exchange programs, service programs, and virtual connections through 2014

Assistant Director of Development of Annual Giving and Alumni Relations: 2006 - 2012

- Exceeded annual giving dollar goal every year and remained under budget every year
- Increased parent annual giving participation from 64% to 92%
- Reorganized and created alumni events with record levels of participation and attendance