

Rebecca J. Zanatta, M.Ed., CFRM

Summary

Creative business professional with over twenty years of experience raising funds, recruiting and training volunteers, developing new programs to fit constituents' needs, and fostering environments to promote awareness and loyalty among target audiences. Energetic and self-motivated individual with proven ability to manage staff and multiple projects requiring continuous communication across all levels of an organization. Excellent interpersonal skills, highly organized and strong team player

Education

CFRM (Certificate in Fund Raising Management)

The Center on Philanthropy – Indiana University, November 2001

Master's of Education

Higher Education Administration, University of Idaho, June 2000

Bachelor of Arts, Communication - Edward R. Murrow School of Communication

Washington State University, Pullman, Washington, May 1997

Minors: Business Administration and Leadership Studies

Professional Experience

The Ostara Group; Seattle, Washington

Partner, Vice President (*December 2011- present*)

Work with organizations at critical points in their growth and development.

Clients include but not limited to: University District Food Bank, Central Washington University, Kirkland Arts Center, City Year/Seattle, Seattle Goodwill, Future Business Leaders of America and Women's Funding Alliance. Work with organization's staff, and board members to build fundraising skills, organizational capacity, and effective leadership.

Pacific Science Center; Seattle, Washington

Major Gift Officer (*November 2010 – December 2011*)

- Hired to develop a major gifts portfolio of 75-100 major gift prospects
- Developed systems for major donor tracking, including; moves management, contact report format and prospect research requests
- Member of Major Gift team responsible for raising \$50M

Washington State University Foundation; Seattle, Washington

Associate Director of Regional Development (*December 2006 – October 2010*)

Major Donor Cultivation, Solicitation and Stewardship (Northeast Region)

- Identified, cultivated and solicited a portfolio of 150-200 major gift prospects (\$25,000+) for priority goals of the University and its \$1billion *Big Ideas Campaign*
- Provided individual stewardship to donors in recognition of their philanthropy
- Provided ongoing promotion of planned giving/legacy opportunities

Relationship Manager Achievement Rewards for College Scientists (ARCS)

- Worked with ARCS to support graduate level fellowships at WSU in Global Animal Health, Neuroscience and Crops and Soils Science
- Cultivated relationships with influential philanthropists in the Seattle area many of whom are recognized at the Laureate level (\$1M cumulative gifts to the institution)
- Responsible for three new ARCS Fellowships (\$17.5K per fellowship)
- Liaison between University President and WSU Vice President of Research/Dean of the Graduate School to ensure clear and consistent messaging to ARCS members

Alpha Phi Foundation; Evanston, Illinois (August 2000 – December 2005)

Executive Director (June 2002 – December 2005)

Alpha Phi Foundation is an international organization with 4,500 donors and assets of \$4M

- CEO of the Foundation in concert with an eight-member, non- resident Board of Directors
- Managed staff of five in annual giving, major gifts, programs and gift management
- Increased total annual gifts to the Foundation by 31% to exceed \$1.2M
- Developed policy structure for gifting, accounting and operations. Analyzed and presented to Board for policy concurrence

Facilitation

Blogs/Workshops/Conferences

Blog Articles:

- [5 Tips to Boost Your Nonprofit Networking Mojo](#)
- [5 Keys to Leading a Big, Bold Decision](#)
- [Relationships Matter: 3 Strategies for Building Relationships](#)
- [5 Fundraising Tips for Organizations Big and Small](#)
- [A Long Hello: Your Strategy for Launching a Giving Day](#)

3 Key Strategies for Developing Your Individual Giving - Over 80% of the philanthropy dollars given in our country are made by individuals. Cultivating and stewarding these individual relationships is key to our fundraising success. Storytelling, an engaged board and building a major donor pipeline (of any size and shape) are three core components of developing your individual giving program. You will practice effective storytelling, learn key board engagement tactics and how to build and nurture your own major donor pipeline.

- Washington Nonprofits Conference for the Greater Good – Yakima, WA (2018)

Fundraising in a post GiveBIG world – An interactive workshop with breakout activities and peer discussion on how to thrive, not just survive, without a yearly boost from our community-wide giving day. You'll learn key strategies for how to make the most of the final GiveBIG, brainstorm transition strategies with fellow fundraisers of similar shop sizes, and plan ahead for alternative approaches to fundraising in the future.

- Ostara Group Facilitated (2018)

Best Practices in Raising Money for Your Organization – Where does roughly three-fourths of all nonprofit funds come from? Individuals, not foundations or corporations. Organizations that develop solid fundraising plans centered around individuals and their giving are able to grow their community, connect events with a larger strategy, and diversify their funding in ways that make their organizations more sustainable. Join us as we dive

into best practices for raising money for your organization.

- Washington Nonprofits – South Bend, WA (2017)
- Washington Nonprofits – Grays Harbor, WA (2017)
- Washington Nonprofits – Chehalis, WA (2016)

Engaging Board Members as Fundraisers (Facilitated online discussion)

1. What is your biggest opportunity for engaging Board members in fundraising based on what you heard in today's discussion? What would it take to make this happen in your organization?

2. What constraints (time, money, knowledge, staff support, etc.) are holding your Board back from embracing their role as fundraisers? What's one step within your control you can take to start to shift the momentum?
3. What would your ideal fundraising Board look like one year from now?
4. What does a true Board/staff partnership in fundraising look like?
5. What is one thing you plan to take back and share with your organization based on today's conversation?
6. Fundraising consists of cultivation, solicitation and stewardship. Spend time with your group brainstorming ways to engage board members in each of these areas at your organization.
 - Advancement Northwest's "What's Working" Conversation Series (2016)

Build Your Best Board - Building a board ready to fundraise takes time and focus. Having a strong inquiry, application and orientation process for your Board recruitment is key. Finding meaningful fundraising engagement activities for the Board ensures they stay connected to the mission they are raising awareness and funds for.

- Northwest Development Officers Association Conference (2014)
- Washington Nonprofits Yakima Fundraising Symposium Keynote (2014)
- Washington Nonprofits Annual Conference (2014)

Generational Giving & Social Media - Many non-profits are missing out on cultivating and stewarding donors in a more personalized manner through social media. To do this successfully, development professionals need to better understand the unique characteristics of each generation and how to use social media to more effectively connect with their donors.

- Sanford Institute of Philanthropy (2018)
- Nonprofits Front and Center (2017)
- LeadingAge Development Forum (2012)
- Washington Planned Giving Council Conference (2009, 2010)
- Council for Advancement of Higher Education Conference (2009)

Community Involvement

Alpha Phi Foundation Board Director (2018-present)
 Leadership Tomorrow Resource Development Committee (2018-present)
 AFP/Advancement Northwest Member (2018-present)
 Member/Sustainer - Junior League of Seattle (2002- present)
 Leave 10 Advisory Committee (2013-present)
 Alpha Phi International Fraternity Executive Board - Director (2016-2018)
 Alpha Phi International Fraternity Executive Board – Vice President (2014-2016)
 The Seattle Foundation Technology Advisory Committee (2013 – 2016)
 Leave 10 Advisory Committee (2013-present)
 Northwest Development Offices Association Member (2007-2014)
 Northwest Development Offices Association – President (2013-14)
 Seattle Works Hands On Leadership Faculty – Fundraising (2012)
 Circle of Sisterhood Foundation, Trustee (2010-2012)
 Leadership Tomorrow/Seattle Graduate (2009)