



KELLY GERLACH

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PROFESSIONAL SUMMARY

I am a creative innovator with a proven history of successfully leading teams through transitional periods of change. My strengths lie in bringing out the best in others and pushing the organization I work for to exceed goals.

I have a proven record of accomplishment in fundraising, grant writing, donor relations, and prospecting for new donors. I am a static thinker and proactive, equipped to drive necessary change and enable long-term growth.

SKILLS

- Fundraising
- Major Donor Cultivation
- Corporate Giving
- Business Budgeting
- Grant Writing
- Donor Relations/Philanthropy
- Public Speaking
- Marketing
- Capital Campaign Execution
- Donor Program Development
- Strategic Planning
- Public Relations

EXPERIENCE

Philanthropy Manager

December 2024 - Present

Community Smiles Dental

- Lead major gift strategies and relationship management efforts, launching the organization's first major donor program to support a \$7 million capital campaign to build a new clinic in Milwaukee.
- Built a structured moves management system to cultivate, solicit, and steward major donors and prospects.
- Created and implemented donor segmentation strategies, communication timelines, and personalized cultivation plans.
- Designed and executed outreach for naming opportunities tied to the capital campaign, targeting foundations, corporations, and high-net-worth individuals.
- Partnered with the CEO and board to develop campaign collateral, manage key prospect meetings, and align fundraising goals with organizational priorities.
- Expanded donor database functionality (DonorPerfect), adding automated tracking and reporting for major donor interactions.
- Represented the organization at fundraising events, community engagement activities, and professional networking opportunities.

Notable Accomplishments:

- Launched and managed a major donor pipeline projected to raise \$2M+ in gifts over three years.
- Created campaign collateral and naming opportunity strategy in alignment with the \$8M campaign case for support.
- Established donor stewardship protocols to increase donor retention and renewal.
- Grew personal portfolio of qualified donors and prospects to over 75 individuals in the first quarter.

Director of Advancement

April 2023 - December 2024

First Stage Children's Theatre

- Oversight of the Advancement Department, including marketing, development, and patron services functions.
- Led the development of annual strategic plans with defined goals, timelines, and key performance indicators.
- Managed and monitored the department's budget while working with the Finance and Managing Directors to align fundraising and earned revenue goals with organizational financial objectives.
- Served as staff liaison to the Board of Directors, Executive Committee, and Governance Committee, ensuring consistent communication and effective engagement strategies.
- Led and implemented community, philanthropic, and corporate partnership initiatives, focusing on research, recruitment, and relationship cultivation to support the theater's mission.
- Collaborated closely with the Special Events Manager to plan and execute key fundraising events, including Make Believe Ball and other high-profile special projects.
- Directed the Advancement team, providing daily supervision and performance reviews, while fostering a culture of collaboration and professional growth.
- Oversaw all individual giving campaigns, including major gifts, planned giving, and annual campaigns, leveraging donor segmentation strategies to ensure consistent engagement and growth across all giving societies (Ovation Society, GEMS, Loyalty Society, Legacy Society).
- Coordinated institutional giving efforts with the Institutional Giving Director, increasing corporate and foundation support, and advocating for arts education.
- Led ticket sales and patron services for over 400 performances annually, including key partnerships with UPAF and media relations management for the organization's public presence.

Notable Accomplishments:

- Secured \$1.75M endowment gift for the organization
- Increased foundation giving by 13.5% from fiscal year 2023
- Increased midlevel donor revenue by 27%
- Launched Alumni Engagement plan, increasing contributed revenue by 20%
- Managed a \$4.7M budget between contributed and earned revenue
- Launched a new website and implemented strategies to make the user experience better and to align all tech platforms
- Increased earned revenue by 26%

Director of Development

First Stage Children's Theatre

February 2022

April 2024

- Oversight of Development Department, including strategy and planning. Created an annual development plan including goals, strategies, and timelines, and worked with the team to execute long-term and short-term goals.
- Developed, managed, and monitored the Development Department budget
- Direct the department's goal-setting process and communicate with Finance and Managing Director regarding all budgeted fundraising goals.
- Act as staff liaison to the Board of Directors, Executive Committee, and Governance Committee.
- Managed overall Board engagement with assistance from the Managing and Artistic Director.
- Oversaw all UPAF engagement, and worked closely with staff and Board on leveraging all opportunities for allocation credit.

- Planned, directed, and coordinated all Development activities, major fundraising activities, and special projects. Established short and long-range goals for funding sources.
- Managed community, philanthropic, and corporate partnership research, recruitment, and relationship cultivation and retention.
- Supervised day-to-day work and performance of the Development team.
- Worked closely with Managing Director, staff, and volunteers to develop cultivation, solicitation, and stewardship strategies for existing donors and prospects.
- Developed and oversaw the implementation of the reporting process and analyzed fundraising reports, adjusting strategies as needed.
- Managed all aspects of individual giving, work with the Annual Campaign & Development Database Manager on cultivation and stewardship of donor segments, including Board Giving, Board Prospects, Friends, Members, Family Foundations, Staff, Acquisition and oversight of Giving Society activities, including Ovation Society, GEMS, Loyalty Society, and Legacy Society
- Increased corporate support with Institutional Giving Director by researching, identifying new prospects, stewardship, cultivation, and collections.
- Worked with Institutional Giving Director to support foundations and government giving and encourage advocacy for the arts and arts education
- Worked with the Special Events Manager on the creation and implementation of plans for annual events - Make Believe Ball, Wine Tasting & Dinner, ImpACT Event, and other fundraisers
- Managed other initiatives such as Endowment/Planned Giving, Alumni, and other special campaigns, as needed.

Notable Accomplishments:

- Successfully implemented a new platform for Institutional Giving Director for Foundations, Government, and Corporate giving. Decreased manual research time and increased the number of proposals submitted within the first month by 10%.
- Began to implement new monthly fundraising strategies aimed at mid-level donors to increase giving levels.
- In development: Three-year Alumni engagement plan to increase First Stage Alumni giving by 20% the first year and increasing as years progress.
- Launching a new annual event (mini-golf tournament) to increase special event revenue while keeping the event family-friendly.

Director of Development

December 2021 - February 2022

Skylight Music Theatre

- Led the Development Team in designing and executing our long and short-term development plans.
- Worked closely with CEO and other Executive staff on key fundraising initiatives and campaigns.
- Planned, directed, and coordinated all Development activities, major fundraising activities, and special projects. Established short and long-range goals for funding sources.
- Cultivated, solicited, and stewarded private foundation and government grants.
- Prepared and submitted grant applications to private foundations and researched new prospective donors.
- Managed grant application process, updates, and grant reporting.
- Cultivated relationships with Major Donors by producing specialized solicitations, support materials, and scheduling/attending in-person visits
- Maintained accurate records of unrestricted income and its sources.
- Directly supervised development staff, including interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance, addressing complaints, and solving problems.

Notable Accomplishments:

- Successfully launched spring campaign, increasing online donations by \$30,000 from previous years.
- Remarketed, rebranded, and increased community awareness for Skylight's development department by creating individual and corporate sponsorship collateral.
- Created strategic development plan and restructured the development department, implementing measurable goals and key performance indicators for all staff members.
- Launched new monthly fundraising activities successfully raising \$10,000 (net) in single night through corporate sponsorships and individual attendance.
- Instated text-to-give and online giving platform increasing annual donations by 10%.

Director of Development

April 2020 - December 2021

Habitat for Humanity of Waukesha County

- Led the Development Team in designing and executing our long and short-term development plans.
- Worked closely with CEO and other Executive staff on key fundraising initiatives and campaigns.
- Planned, directed, and coordinated all Development activities, major fundraising activities, and special projects. Established short and long-range goals for funding sources.
- Cultivated, solicited, and stewarded private foundation and government grants.
- Prepared and submitted grant applications to private foundations and researched new prospective donors.
- Managed grant application process, updates, and grant reporting.
- Cultivated relationships with Major Donors by producing specialized solicitations, support materials, and scheduling/attending in-person visits.
- Produced and coordinated the development and public relations matters, including the annual report, boilerplate, marketing, government relations, executive correspondence, and speeches, as well as website and newsletter content.
- Maintained accurate records of unrestricted income and its sources.
- Directly supervised development staff, including interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance, addressing complaints, and solving problems.

Notable Accomplishments:

- Increased public and private grant revenue for the organization by 300% from 2019.
- Successfully reinstated and launched 2020 year end annual campaign, increasing by \$75,000 from previous years.. Secured a private donor match of \$15,000. This produced the highest year-end results of the organization since 1989.
- Increased fundraising revenue for the organization by 550% for a single annual event through remarketing, rebranding, and increased community awareness and corporate sponsorships.
- Launched new annual golf outing and raised double projected revenue through corporate sponsorships, community donors, and live auctions.
- Instated text-to-give and online giving platform increasing annual donations by 25%
- Led the initiative to change donor databases to new donor relation platform, increasing efficiencies within the Development team, and also volunteer department.

Development Manager

May 2020 - December 2020

- Responsible for building strong relationships with the community to increase fundraising capacity for Habitat Waukesha.
- Manage, plan, and implement all fundraising events. Coordinate all media relations and public outreach including press releases, newsletters, social media, website maintenance, and more pertaining to Habitat Waukesha.
- Work with the Volunteer Coordinator to strengthen relationships with volunteers.

- Create and update the annual strategic and financial plan for Habitat Waukesha.
- Serve the families and community that Habitat Waukesha represents.

Customer Service Manager

April 2019 - January 2020

More Than Rewards

- Accountable for assigning responsibilities to Customer Service Team
- Responded to escalated issues such as service inquiries, problem resolution, and retaining accounts.
- Manage client expectations while building strong relationships and relaying information to clients in a concise and clear manner.
- Worked on internal marketing for the company, working on plans for our corporate website, creating a marketing plan to stay in touch with our client base, updating our training center, and more.

Recruiter / Account Manager

February 2017 - March 2019

Extension, Inc

- Responsible for sourcing candidates and consulting with both candidates and clients to best fit company, and individual, employment needs.
- Managed database of candidates as resumes were submitted in response to job postings on various websites.
- Consulted with candidates on the needs of their employment search. Understood what the candidate was looking for in a new role, and reviewed experience and how it would pertain to open positions.
- Provided data to hiring managers and decision-makers on why Extension is the best fit for their staffing needs.
- Managed expectations and communication with clients and candidates to schedule resume reviews, phone interviews, in-person meetings, and offers of employment.
- Client maintenance including contracts, invoicing and negotiating terms of business.
- Created content for job postings on Milwaukee Jobs, LinkedIn, Indeed, CareerBuilder, and other employment sites.
- Created a personal brand for myself in the recruiting industry. This included social media posts, building an audience, and maintaining a presence on all platforms.
- Acted as a hiring manager/consultant for candidates to ensure the vetting process was complete to Extension standards.
- Maintained successful sales record for placement of candidates with clients, and also in new business from client orders.
- Worked to create a new contract division for IT recruiting. This included process and procedure creation, working on IT Consulting brands, and educating other recruiters on marketing best practices.

Client Services Manager

January 2008 - January 2017

PowerSports Network

- In my role as Client Services Manager, I was responsible for leading a team of 20+ employees.
- I ensured that the team responded quickly to all client requests and that each member of the team was equipped with the right skills to make sound decisions based on client satisfaction.
- Day to day I was accountable for assigning responsibilities and responding to issues such as service inquiries, problem resolution, and retaining accounts.
- I handled all client escalations and all client relations issues.
- I was ultimately responsible for the success of the client service team and provided assistance to my team members when needed.
- I also managed budgets, hired employees, disciplined when required, and handled annual reviews for my direct reports.

- I also managed client expectations whilst building strong relationships and relaying information to clients in a concise and clear manner.
- On a weekly basis, I created work schedules for my team and provide coaching and development for team members in soft skills and client liaison.
- During my time at PowerSports Network, I had the opportunity to work my way up to the leader of the Customer Service Department.
- I started off at the company as an account representative and was later promoted to supervisor, then Client Services Manager.
- The all-around experience I have gained from working with PowerSports has been valuable in my journey to becoming a successful leader and client manager.

AFFILIATIONS

Member - Association of Fundraising Professionals
Member - TEMPO Waukesha, Board of Directors - VP of Marketing

REFERENCES

Michael Crowley | 262-894-0773
CEO, National Kidney Foundation of Wisconsin
Reported to at Habitat Waukesha

Joey Barian | 414-241-9260
CEO, Extension, Inc
Reported to at Extension, Inc.

Sara Clark | 414-350-2028
Director of Operations, Habitat Waukesha
Reported to at Habitat Waukesha