

CHRISTINA CRONIN, MS, CFRE, CGS

Email: christina.cronin@salve.edu

Summary of Qualifications

Dedicated fundraising professional with excellent communications and relationship management skills, including qualifications in the following areas:

- √ Demonstrated ability to research, cultivate, solicit, and steward successful major-gifts relationships with key donors
- √ Proven capability to manage complex giving cycles and resources in order to attain revenue targets and achieve goals
- √ Excellent staff training and development skills; ability to create tools and methods to enhance productivity of both the development staff, program staff and volunteers

Professional Experience

Baystate Health Foundation

Philanthropy Officer, 2017-Present

- Identifies, cultivates and solicits individuals, corporations, or foundations able to make first time, on-going, major, outright & planned gifts to Baystate Health, BMC, Baystate Children's Hospital, BH community hospitals & Baystate Visiting Nurse and Hospice with an annual team goal in excess of \$1,000,000
- Engages trustees, volunteers, hospital and foundation staff as needed to support donor cultivation & solicitations. Built relationships with key hospital administrators and staff.
- Maintains a major gift portfolio of 150+ donors/prospects in order to build and maintain strong relationships with donors in order to ensure their ongoing philanthropy for Baystate Health via BHF and satisfaction with their respective gifts
- Develops individual donor strategies, stewardship and cultivation plans.
- Arranged tours, cultivation events, meetings and introductions of donors and prospects to hospital staff and administration
- Makes presentations to donors and prospects; wrote letters, gift proposals and case materials
- Acts as program specialist for cancer, Umass Medical School-Baystate and Baystate Visiting Nurse and Hospice
- Conducts preliminary research to identify new donor prospects on an ongoing basis including those that may be associated with fundraising events supporting for entities and services within Baystate Health
- Identifies grant opportunities and crafted proposals to private family or public foundations for grant funding of identified funding opportunities
- Tracks regularly through moves-management program prospect development and gift closure in terms of defined personal and philanthropy team goals.
- Assists with the planning, coordination, and execution of special projects as assigned, including fundraising events in support of capital, program and Foundation goals

Salve Regina University, Administration of Justice Graduate Studies Program

Adjunct Professor, 2018-Present

- Teaches a 14-week on-line course, *Budget Realities and Grant Opportunities*, to graduate and fifth-year students studying criminal justice administration and Homeland Security at the University
- Develops and modifies course curriculum to reflect current trends in philanthropy and grantsmanship
- Maintains a class syllabus, assignment log, and additional material helps for the students
- Plans lectures, assignments, readings and experiences to collaborate with necessary course curriculum

Wilbraham & Monson Academy

Director of Capital and Planned Giving, 2010-2017

Director of Major Gifts and Campaign Coordinator, 2006-2010

Director of Leadership and Reunion Giving, 2004-2006

- Developed the Third Century Campaign and World Ahead Campaign: The Third Century Campaign enabled the construction of the Academy's Athletic Center. The World Ahead Campaign to date has raised more than \$16 million dollars in capital gifts for a series of projects including the Corbin Fields Renovation Project, The Faculty Housing Project, Campus Center Renovation Project, The Fostering the Arts Campaign and Lak Dining Hall Renovation Campaign
- Cultivated, solicited and stewarded major gifts from more than 150 prospects annually
- Coordinated all capital, endowment and major gifts efforts at the Academy and all donor stewardship for our Faculty Development Fund, Scholarship Program, McCallum Lecture Series, and Francis Michael Casey Fund for the Arts Concert
- Developed of the Academy's planned giving program and coordinated WMA's Heritage Society
- Created and managed volunteer campaign steering committees comprised of WMA parents and alumni for five successful fundraising campaigns
- Coordinated the development of WMA's Gift Policy and Planned Giving Policy
- Crafted donor communications including proposals, reports, brochures and updates, liaising with WMA's Marketing team to ensure high quality, compelling communications
- Managed Annual Fund Leadership Giving Program (85% of annual giving) and coordinated alumni and parent volunteers. Increased leadership gifts generated by 25%.
- Coordinated Reunion Class Giving Program and co-coordinated the annual WMA Reunion activities.

CLARKE—Schools for the Deaf/Center for Oral Education

Director of Foundation Relations, 1999-2004

- Sole grant writer/administrator for an internationally recognized school for the deaf and its four satellite schools in New York, Philadelphia, Greater Boston and Jacksonville, Florida. Total program budget: 12+-million dollars
- Raised more than \$2-million dollars individually, and more than \$15-million dollars as part of a team
- More than doubled the number of foundations donating to CLARKE
- Cultivated, solicited and stewarded more than 163 active donor and prospect foundations annually
- Successfully met two matching-grants with goals of \$125,000 each

WGBY Public Telecommunications Center (PBS Affiliated Television Station)

Development Officer: Fundraising Auction Coordinator, 1998-1999

- Part of a team that won the *PBS National Award for Best Auction*, 1999 PBS Development Conference
- Coordinated the solicitation and marketing of more than 3,000 donated items sold on three live on-air actions generating over \$500,000 in revenue
- Maintained databases containing thousands of donors, bidders and prospects
- Co-managed hundreds of auction volunteers, telemarketers and staff
- Produced video promos and spots, wrote scripts and print copy, designed and developed the station's first auction Web site

Municipal Public Access Cable Television, Monson/Palmer

Executive Director, 1997- 1998

- Responsible for the technical operation, development and fiscal management of a 501(c) 3 community television center serving two communities with more than 10,000 cable subscribers
- Recovered more than \$10,000 in overlooked cable-revenue funds for the station
- Coordinated and trained 100+ volunteers including board members, video producers and technicians
- Secured grants including a highly-competitive Massachusetts Cultural Council operating grant
- Served on the Town of Monson's Cable Advisory Committee
- Received a *1998 Outstanding Service to the Schools Award* from the Monson Public Schools

RELATED EXPERIENCE

- Former elementary/secondary school teacher
- Instructor: AFP CFRE Review Course, AFP Fundraising Fundamentals Course
- Guest lecturer: UMASS Professional Writing and Technical Communication Program, 1999-2008
- Pro-bono grant writer for a number of arts and cultural organizations
- Wonderful public speaking skills: professional actor, comedienne, on-air talent for cable TV and WGBY Public Television on-air pledge spokesperson
- Experience with face-to-face fundraising
- Freelance technical writer and Web-site developer
- Knowledge of Microsoft Office and fundraising database software and digital applications

EDUCATION/PROFESSIONAL TRAINING

- | | |
|--|-------------|
| • NORTHEASTERN UNIVERSITY | BOSTON, MA |
| Master of Science in Nonprofit Management | 2017 |
| • UNIVERSITY OF MASSACHUSETTS | AMHERST, MA |
| Professional Writing and Technical Communication Program | 1999 |
| • UNIVERSITY OF MASSACHUSETTS | AMHERST, MA |
| Bachelor of Science- H.R.T.A. Program, Isenberg School of Management | 1986 |
| • UNIVERSITY OF MASSACHUSETTS | AMHERST, MA |
| Bachelor of Arts in Music Education (BMUS)-Cum Laude | 1984 |

PROFESSIONAL AFFILIATIONS

- Certified Fundraising Executive (CFRE) Accredited
- Association of Fundraising Professionals, National and Western Massachusetts Chapter
 - Past President AFP Western Massachusetts Chapter
 - Co-Chair AFP Western MA Chapter Programming Committee, 2017-Present
 - Member, AFP International Committee on Membership and Chapter Services, 2011-2018
 - Received Chamberlain Scholarship to AFP International Conference, 2003
- National Association of Grant Writers, Certified Grants Specialist (CGS) Accredited
- Member, Women In Philanthropy
- Member, Women at Work Springfield
- Member, New England Association of Healthcare Professionals
- Member, Affiliated Chambers of Commerce
- Member, National Association of Health Care Philanthropy New England Chapter
- Board Member, Treasurer, Springfield Symphony Chorus 2010-2016
- Former Board Member, Development Chair, Pioneer Valley Riverfront Club 2014-2016
- Chair, Springfield Dragon Boat Festival, 2016, 2017, Committee Member 2014- Present
- Former volunteer On-Air Fundraising Talent for WGBY Public Television, Springfield, MA

ACTIVITIES

- Co-chair, Women Empowered Organization at Baystate Health, 2018-Present
- Comedy Improv, Acting
- Music: Member of the Springfield Symphony Chorus, flautist
- Member: Old Sturbridge Village Singers
- Member of the Dragon Rays Dragon Boat Team