

DONNA H. MELTON

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STRATEGIC NON-PROFIT COMMUNICATIONS & MARKETING PROFESSIONAL

Creative, multi-faceted strategic thinker and hands-on manager with a rich career history marked by a mission-centered, collaborative focus on relationships and institutional culture, innovative program and collateral development, adept brand management and successful administration of a multi-layered advancement program.

PROFESSIONAL STRENGTHS AND ABILITIES INCLUDE:

- Strategic planning & implementation for multi-faceted fundraising & marketing campaigns
- Management of individual donor programs from strategy to solicitation to stewardship
- Integrated collateral development for fundraising & marketing initiatives
- International program development
- Public & Constituent Relations
- Award-winning copywriter
- Development of print collateral & donor recognition materials for fundraising initiatives
- Extensive public speaking & workshop presentation experience
- Web content & E-Marketing development & management
- Brand development
- Experienced graphic artist
- Skilled photographer

PROFESSIONAL EXPERIENCE

Just In Time! Communications

PRINCIPAL

2009-PRESENT

A "Communications-on-Call" office, providing strategic marketing and communications planning and complete copywriting and graphic design services for non-profits and small businesses. Client list includes the Kennett Symphony of Chester County, United Methodist Church of the Open Door, The Independence School, The Jefferson School, Chester County Family Academy and Association of Fundraising Professionals, Brandywine Chapter

Upland Country Day School; Kennett Square, PA

Co-ed independent day school for students in Pre-K through 9th grade

DIRECTOR OF COMMUNICATIONS

2007 - 2009

- Established dedicated communications office for the school, spearheaded communications and marketing strategy for multiple internal and external constituencies via website, e-newsletters and print collateral while building and managing school brand.
- Served as key member of administrative team to collaboratively promote and support the school's various programs for marketing, constituent cultivation and fundraising purposes.
- Produced a variety of hands-on, in-house pieces in addition to managing outsourced creative personnel to develop website, school merchandise, donor recognition and special event materials according to brand standards.

DIRECTOR OF DEVELOPMENT

1984 - 2007

From 1984 - 2007, the Upland Development Office was responsible for fundraising, communications, special events, constituent relations and for providing all marketing collateral for the Admissions Office.

- Developed and implanted fundraising strategy, programming and print collateral which
 - Quadrupled annual fund revenue.
 - Raised over \$7,000,000 in capital campaign revenue, doubling the original feasibility study estimate.
 - Obtained over \$3,500,000 in foundation grant funding for various projects.
 - Established a planned giving program.
- Served as a key member of a highly collaborative administrative team supervising a two-person development office staff including the Associate Director of Development and a part-time data manager. Coordinated program to include consultants and volunteers as necessitated by development office activity.
- Administered annual operations budgets (excluding salaries for development and communications offices). Prepared annual fund monthly reports, annual report and annual balance sheet for accountants. Prepared budgets and billing for special events.

DIRECTOR OF UPLAND OVERSEAS PROGRAM

1998 - 2009

Upland Overseas is a student and cultural exchange program that began in 1977 and is based in Turku, Finland. The program brings qualified student-athletes from the TPS and Lahjan Tytöt Sports Clubs in Turku to Upland to spend a year as a member of Upland's 9th grade class. In addition, Upland's 8th and 9th grade students annually tour Finland and neighboring countries and since 1998, over 300 Finnish teens have had a similar chance to tour and perform in the U.S. As a result, Upland Overseas is recognized as one of the most unique cultural exchange programs in the country.

- Served as designated program official with SEVIS program (U.S. Immigration Service), obtaining host families for the program and providing support for students, host families and Finnish families.
- Collaborated with Finnish program partners on itinerary and budget oversight for annual Upland trips to Finland and neighboring countries.
- Arranged U.S. tours by teams from Lahjan Tytöt and TPS sports clubs including dance performances, ice hockey tournaments, touring and home stays.

Workshop Presentation & Freelance Consultation

1993 – Present

- Presented workshops at a variety of regional, national and international conferences, including AFP International Conferences, the CASE-NAIS Independent School Conference, the Franklin Forum and the Delaware Arts Summit. Faculty member for the Environmental Institutional Management Course offered annually by the Delaware Nature Society through the University of Delaware since 1993.
- Provided consultation services for a variety of non-profits related to strategic planning for development and marketing/communications initiatives, including the Kennett Symphony Orchestra, Oxford Public Library, Oxford Arts Alliance, The Independence School, Chester County Family Academy, Kids Count Delaware, Mass for the Homeless, MLK Community Breakfast, The Jefferson School and the Association of Fundraising Professionals, Brandywine Chapter

Melton Communications/Fine Times Magazine

PROMOTIONS COORDINATOR

1979 – 1982

- Developed and coordinated a variety of large-scale entertainment events including:
 - An Evening of Elegance, a collaboration with Winterthur, Longwood Gardens & Hagley Museum.
 - The Wilmington Loops, monthly live music pub crawl in downtown Wilmington.
 - The Outdoor Cabaret, “nightclub under the stars” on the Market Mall in Wilmington, Delaware.
- Wrote and edited copy for print, radio and television including display ads, brochures, press releases and staff articles for a variety of clients. Also provided voiceover services for a variety of clients.

EDUCATION

- Master of Education, University of Virginia
- Bachelor of Arts, Mary Washington College

TECHNOLOGY PROFICIENCY

- Proficient on Macintosh computers with the following programs: Microsoft Word, Microsoft Excel, PowerPoint, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, iPhoto, AppleWorks, and Giftmaker Pro. Some knowledge of Quark, iMovie, iDVD, iWeb, the IBM platform and Blackbaud Microsystems.

AWARDS AND AFFILIATIONS

- Member - Chester County Consultants’ Collaborative
- Golden Cross Medal, Finnish Ministry of Education, Awarded in Turku, Finland, March 2007.
- CASE Grand Gold Medal, 2008 Circle of Excellence Award for Upland viewbook.
- AFP Excellence in Not-for-Profit Communication Award for Upland viewbook - 1990, 1997 and 2008. Received 1999 AFP Excellence Award for Capital Campaign materials.
- Member of Host Committee for 1998 AFP International Fundraising Conference
- Named 1993 Outstanding Fundraising Executive - AFP, Brandywine Chapter.
- 1985 - Present - AFP, Brandywine Chapter, *Association of Fund Raising Professionals* - Chapter Board and Advisory Council, various offices, including Chapter President (1990 - 1992), during which time the Chapter received a national diversity award and two awards for Excellence in Chapter Management.
- 2003 - Present - Martin Luther King Community Breakfast Steering Committee
- 2001 - Upland Service Award

References and Communications Portfolio Available upon Request