

DAVID KAPLAN

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FUNDRAISER • STORYTELLER • LEADER

PROFESSIONAL SUMMARY

For more than 20 years, I've specialized in parachuting into new organizations and communities and hit the ground running with a primary focus on cultural competency. My proven ability to quickly understand the needs, values, and culture of an organization and the community it serves, and then turn that knowledge into action, has resulted in organizational growth and success. I've scaled organizations amid natural disasters, leading them through systemic change, and assessed and restructured whole organizations as well as development and communications programs quickly and efficiently under tight deadlines.

Most importantly, I've done all of this as a mission-driven leader grounded in empathy and equity – working tirelessly to tap into customer and client needs. My focus on innovative approaches has positioned organizations to succeed – from new and innovative development programs to strategic growth and programmatic adjustments.

CORE COMPETENCIES

- Nonprofit Fundraising and Development
- Communications and Storytelling
- Board Recruitment and Development
- Relationship Management
- Budgeting and Finance
- Strategic and Operational Planning
- Project Management
- Organizational Reputation Management

PROFESSIONAL EXPERIENCE

Kaplan Strategic Partnerships

President

08/2020 – Current

- As President of Kaplan Strategic Partnerships, my mission is to help you succeed. Ask yourself what you need to achieve in the next six months, and how I can help you make this a reality? With over 20 years of experience, I'll work tirelessly to ensure you meet your goals and support your core mission,

NECHAMA – Jewish Response to Disaster

Executive Director

01/2017 – 03/2020

- Grew organizational income from \$454K in 2016 to \$1.2M in 2017 (264% growth) to \$2.0M in 2018 (167% growth), and increased unrestricted cash on hand (COH) position by 168% and overall COH position by 190% in the first two years.
- Grew core staff from 4 to a national staff of 20+ including 7 full-time core staff and 10-15+ part-time disaster-specific temporary staff.
- Developed organizational strategic plan, streamlined systems, and implemented process and procedures that resulted in smoother overall operational management.
- Provided direction to Development and Communications staff to meet organizational fundraising targets, develop plans, and engage with supporters, volunteers, and public.
- Partnered with Operations Director to develop new programmatic strategies and area of opportunity includes potential earned income options, and with the Finance Director to contract providers and Board Members and develop and implement organizational budgeting and finance procedures in keeping with industry best practices.
- Procured multiple gifts of \$100K+, built relationships with new funding partners, and managed a personal portfolio of top-level donors.

- Restructured organizational bylaws, and recruited board members in keeping with organizational needs, and growth strategy.

Touchstone Mental Health

Director of Development and Communications 08/2015 – 09/2016

- Managed departmental budget in excess of \$1M revenue, and \$300K in expenditures, including providing direction and leadership to 3 full-time staff.
- Reorganized department to streamline operations and orient staff for success, including evaluating and replacing vendors and backend technology solutions to align with organizational needs through a rigorous RFP process.
- Oversaw creation of an external-facing organizational presence, including vendor booth creation, marketing material, event calendar, and event staffing, ultimately increasing name recognition, staff and board member recruitment, new client identification, and new donor prospects.
- Led a major organizational rebranding project, including website rebuild, content creation, and collateral refresh across 30+ contributors and 4 outside vendors.
- Spearheaded organizational crisis communication around a variety of issues and developed organizational voice and key talking points for stakeholders.

People Serving People Charities, Inc.

Major Gifts and Communications Manager 08/2013 – 07/2015

- Developed partnerships with outside organizations and companies to create repeatable and self-sustaining revenue development programs with low acquisition costs, such as Eat to the Max with the Blue Plate Restaurant Group which continues to this day generating \$30K in revenue.
- Launched earned media program, resulting in multiple news stories on People Serving People in local and national media.
- Established a focused social media program designed to engage donors and volunteers with targeted messaging and calls to action.
- Directed all organizational rebranding efforts, including logo, website rebuild, content creation, and collateral refresh, and established and oversaw all content creation and production of yearly printed newsletter, yearly annual report, and monthly supporter email.

Minnesota Newspaper Association

Business Development Manager 10/2010 – 05/2013

- Developed and managed clients' media campaigns in print and online through newspapers, identifying and signing new clients through strategic outreach and cold calling.
- Planned and coordinated the annual Minnesota Newspaper Association Convention. focusing on trade show, policy breakfast, and funding opportunities.
- Spearheaded business communication efforts for organization, including developing and producing the first Minnesota News Media Institute Annual Report, designing and managing the weekly MNA Bulletin sent to 800+ recipients, and coordinating content for multiple social media accounts.

David E. Kaplan Consulting

Principal 04/2009 – 08/2013

Development and strategic communications consultant specializing in professional organizations, non-profits, political candidates, unions, and party units.

CaringBridge

Major Gift Officer 10/2008 – 04/2009

Managed the non-profit's Major Gift, Grant Seeking, and Planned Giving programs and crafted all messaging for fundraising programs, the organization's annual report, and other communications.

Various Political Campaigns 09/1997 – 10/2008
Oversaw revenue budgets ranging from \$1M to \$20M and expenditure budgets up to and in excess of \$1M.

EDUCATION & TRAINING

2000 **Bachelor of Arts – Philosophy**
American University
2020 **James P. Shannon Leadership Institute Cohort**
Wilder Foundation

COMMUNITY INVOLVEMENT

Minnesota VOAD, Board Member	2018 – 2020
War Against Racism, Advisory Board	2018 – Present
Minneapolis Parks and Recreation Hiawatha Golf Course Community Advisory Committee - Chair	2017 – Present
RecQuest Community Advisory Committee Member	2015 – 2018
Standish-Ericsson Neighborhood Association, Board Secretary	2015 – 2017
People Serving People, Volunteer	2013 – 2017
Minnesota 2020, Board Chair	2008 – 2009