

# DAVID E. KAPLAN

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## NONPROFIT ORGANIZATIONAL AND DEVELOPMENT LEADER

Accomplished nonprofit professional with 25+ years of experience in nonprofit leadership, fundraising and development, organizational communications, project management, event management, and logistics and operational planning. Resourceful, data-driven analytical thinker with deep expertise overseeing and managing growth organizations. Successful collaborative leader, trainer, and mentor who expertly builds and cultivates high-performing teams, consistently recognized for establishing industry-leading practices. Strategic thinker and relationship manager with exceptional ability to build long-lasting partnerships with outside organizations, volunteers, and board members alike. Core competencies include:

Relationship Building and Management • Individual Giving Programs • Major Gifts  
Grant Management • Team Leadership • Board and Committee Recruitment and Management Project  
Management • Operational Planning • Staff Planning and Management

### SELECTED ACHIEVEMENTS

- Routinely increased fundraising for organizations, including a 71% increase in revenue (\$417,000 to \$713,000) for Jewish Family Services over two years and a 440% increase in fundraising for NECHAMA (\$454,000 to \$2M) over a similar two-year period.
- Oversaw the assessment of multiple development programs, restructuring them for improved operation and ROI.
- Procured multiple six-figure gifts for organizations, establishing long-term relationships with these donors and developing asks tailored to each individual.
- Managed in-person and virtual staff ranging in size from two to a direct-report staff of 10.

### PROFESSIONAL EXPERIENCE

Jewish Family Service of St. Paul, St. Paul, MN

December 2020 - Present

#### DEVELOPMENT DIRECTOR

Development Director for a social services nonprofit. Restructured the entire program after an in-depth assessment of existing fundraising activities, focusing on improved ROI, best practices, and prioritized growth areas. Grew staff from just me to a team of three while increasing overall fundraising by 71% in two years. In addition to individual giving, grants, and events, I oversaw county, state, and federal grants and proposals, resulting in just over \$1.3M in total revenue in 2022.

- Restructured and re-envisioned the Development program with an eye toward efficiency and ROI.
- Worked closely with CEO, Board President, and Development Committee to establish best practices and identify areas of success and opportunity.
- Reorganized the annual fundraising event, increasing gross event revenue by 22% and net revenue by 39%.
- Developed a sustainable individual giving program, increasing gross donations by 19% over two years.
- Rebuilt the grant program, more than doubling revenue over two years.

Kaplan Strategic Partnerships, Woodbury, MN  
**CEO**

May 2020 - Present

Fundraising, communications, and organizational management consultancy focused on nonprofits to help them achieve their goals and meet their mission.

NECHAMA, Eagan, MN  
**EXECUTIVE DIRECTOR**

January 2017 – May 2020

Lead the organization through restructuring to develop a long-term strategy aimed at growth. Over my time at NECHAMA, I grew the organization from a staff of four to a national staff of 20+, including seven full-time core staff and 10-15+ part-time disaster-specific temporary staff. To do this, we grew revenue 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.

- Developed organizational strategic plan, streamlined systems, and implemented processes 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 the public.
- Partnered with Operations Director to develop new programmatic strategies and areas of opportunity, including 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 six-figure gifts, built relationships with new funding partners, and managed a personal portfolio of top-level donors.
- Restructured organizational bylaws and recruited board members to meet organizational needs and growth strategy.

Touchstone Mental Health, Minneapolis, MN  
**DIRECTOR OF DEVELOPMENT AND MARKETING**

August 2015 – September 2016

Led Development and Marketing Department through an organizational time of change, including three different Executive Directors during my tenure, spearheading organizational crisis communication around various issues and developing organizational voice and key talking points for stakeholders. Streamlined and restructured the department, overhauling the organization's external presence, including rebranding, website rebuild, and collateral.

- Managed departmental budget in excess of \$1M in 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.

People Serving People, Inc, Minneapolis, MN

August 2013 – July 2015

**MAJOR GIFTS AND COMMUNICATIONS MANAGER**

Lead organization efforts to build a major gift program and revitalize external communications.

- Closed multiple five and six-figure level gifts from individuals and family foundations.
- Developed partnerships with outside organizations and companies to create repeatable and self-sustaining revenue development programs with low acquisition costs.
- 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 the yearly printed newsletter, yearly annual report, and monthly supporter email.

**CAREER NOTES**

*Additional tenure in development roles at CaringBridge (Eagan, MN) and for various political campaigns. Details are available upon request.*

**EDUCATION**

AMERICAN UNIVERSITY, B.A. Philosophy, Minors in Communications and Political Science (1999)

JAMES P. SHANNON LEADERSHIP INSTITUTE, Wilder Foundation (2020)

**VOLUNTEERISM AND CIVIC ENGAGEMENT**

Minnesota State University, Mankato Customer Experience Certificate Program Advisory Board (2022 – Present)

Minnesota VOAD, Board Member (2018-2020)

War Against Racism, Advisory Board (2018-2021)

Minneapolis Parks and Recreation Board, Hiawatha Golf Course  
Community Advisory Committee Chair (2017-2022)

Minneapolis Parks and Recreation Board, RecQuest CAC Member (2015-2018)

Standish-Ericsson Neighborhood Association, Board Secretary (2015-2017)

People Serving People, Volunteer (2015-2017)

Minnesota 2020, Board Chair (2008-2009)