

## **Kari R. Anderson**

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### **NON-PROFIT LEADER & CHANGE AGENT**

Savvy business leader with 20+ years of experience encompassing national, private and grassroots non-profit organizations. Proven track record meeting fundraising goals, acquiring new partnership funding, leading staff and volunteers and spearheading department and organizational change. Exceptional business acumen in identifying challenges and creating customized solutions for donors, sponsors, events and long-term strategic plans. Skills and strengths include:

Securing partnership funding and multi-year sponsorships  
Campaign development and execution  
Strategic growth initiatives  
Operations  
Board recruitment

Communications and marketing  
Sponsor/donor cultivation and retention  
Written and verbal communication  
Organizational growth  
Staff coaching

### **PROFESSIONAL EXPERIENCE**

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#### **Blacktie Northwest**

**President**, January 2016-present

Empower nonprofit organizations by providing access to online event planning and convenient, easy, one-stop web-based technology for heightening awareness, raising money, managing events, communicating with supporters and managing critical data.

Products and services include:

- Sophisticated online registration, ticketing and RSVP capability
- Online donation and recurring donation ability
- Detailed event calendar for planning and scheduling events
- Comprehensive online, silent and live auction packages
- Easy to use software for seating charts, check-in sheets and name tag printing
- Detailed analytics capability

Increase effectiveness and efficiency for your organization by:

- Providing photojournalist coverage of events
- Creating effective, captivating email blasts and personalized newsletters
- Providing an easy access database management system
- Training organizations and volunteers on ease-of-use online tools
- Providing on-going project supervision and advice on web and email design services
- Using strategy and campaign management consulting to help you determine how to best utilize services to reach goals

#### **Incite! Consulting Group**

**Principal**, January 2015-present

- Provide strategies to nonprofit clients on a contract basis based on the individual needs of each nonprofit organization.
- Work with executive staff, boards of directors and volunteer committees to assess current landscape, conduct SWOT analysis and create plan for success.

- Currently contracted with Washington Nonprofits to provide board governance and nonprofit financial training in the cities of Colville, Spokane, Pullman and Davenport, WA.
- Prior work contracts include executive director coaching, board recruitment and training, fundraising campaign planning and execution and capacity building.

**Central Washington University, Ellensburg, WA**

**Senior Director, Major Gifts, July 2014-December 2014**

**Interim Director, Major Gifts, May 2014-June 2014**

**Development Officer, College of the Sciences, April 2013-June 2014**

- Collaborated with College of the Sciences Dean and Faculty Chairs to rebuild development department reputation with college faculty, staff, alumni and students.
- Created budget, campaign plan, and donor prospecting, cultivation, stewardship and retention strategies.
- Targeted key individual donors locally, regionally and nationally for college scholarship, faculty and capital support.
- Created and executed first annual "Celebration of the Sciences" awards dinner.
- Partnered with Central Washington University Board of Trustees and Foundation Board members to recruit prospects, solicit gifts and cultivate relationships.
- Managed and coached a team of four development officers.

**Vail Valley Foundation, Avon, CO**

**Education Development Director, April 2012-January 2013**

- Worked with education development team members to rebuild the education development department budget, campaigns and donor prospecting, cultivation, stewardship and retention strategies.
- Targeted key individual donors locally and nationally for campaign, event and program support.
- Exceeded Star Dancing Gala 2012 financial goals in sponsorship, auction and fund a need categories.
- Developed new strategies for student, class and school sponsorships.
- Partnered with Vail Valley Foundation trustees and development committee members to recruit prospects, solicit gifts and cultivate relationships.
- *Position was eliminated due to foundation budget cuts.*

**Real Colorado Soccer, Centennial, CO**

**Director of Business Development, October 2009-April 2012**

- Successfully built club's first development department encompassing donor prospecting, cultivation, stewardship and retention. Donors include Real community members, as well as alumni, former parents, the regional soccer community and outside corporate and foundation partners.
- Crafted plan for \$11.5M capital campaign for new field complex; began quiet phase of campaign in December of 2009. As of April 2012, \$1.5M had been raised and groundbreaking had commenced.
- Secured Real's first two multi-year, six-figure club sponsorships from Children's Hospital Colorado and AT&T in early 2011.
- Creation and execution of all communication, branding and marketing plans for club.
- Consult with club leadership on board development, training and growth.

**The Logan School for Creative Learning, Denver, CO**

**Director of Development, May 2007-September 2009**

- Charged with building alliances with parent and alumni giving circles, as well as local and regional education funders from the corporate and foundation sector.
- Oversaw successful Annual Campaign, exceeding net goals of \$200,000 each year.
- Reinvigorated the Logan Auction, meeting and exceeding net goals of \$150,000 each year.
- Crafted plan and strategy for \$3M Endowment Campaign in September 2008; as of September 2009, \$1M had been raised.
- Consulted with Endowment, Parent Association, Development, Endowment Trustee Board, Auction and Annual Campaign committees.

**American Heart Association**, Dallas, TX

**National Gala Consultant**, August 2006-May 2007

**Executive Director & Vice President-Development**, Denver, CO, July 2004-August 2006

**Executive Director**, Tacoma, WA, May 2001-July 2004

- Consulted with 19 markets regarding development campaign strategies surrounding a \$10M campaign, as well as board and committee focus and functionality.
- Worked with 294 gala events to implement mission-giving opportunities at black-tie events.
- Partnered with development staff of six to manage fundraising campaign of \$3.2M in Denver, including doubling the Denver Heart Walk income from 2005 to 2006 – the \$718,000 in net dollars raised was the highest dollar increase for any Heart Walk in the country.
- Worked with team to advance heart disease advocacy and legislation efforts, health initiatives strategies and communications platforms in the Denver and Tacoma markets, including Colorado and Pierce County's Smoke Free legislation.
- Staff partner for 45-member Denver board of directors and guild of 300 members; staff partner for 25-member board of directors in Tacoma.
- Managed relationships with key financial, health and media accounts in the Denver and Tacoma markets.

**TAPCO Credit Union**, Tacoma, WA

**Director of Marketing**, January 2000-May 2001

- Oversaw CEO's vision for community credit union by overseeing all brand, marketing, customer support, product and business development. Served as credit union liaison to member groups and fraternal organizations.

**Muscular Dystrophy Association**, Tacoma, WA

**Regional Field Representative**, September 1999-January 2000

**District Director**, November 1996-September 1999

**Program Coordinator**, January 1996-November 1996

- Executed special events with sponsorship and partnership opportunities in five states with regional and national partners. Assisted clients who had been diagnosed with neuromuscular disorder in obtaining the resources best suited to their needs.

**Lutheran Social Services**, Tacoma, WA

**Director - Council on Aging Program**, February 1994-August 1995

- Focused on wide continuum of senior citizens education in Pierce County, including the publication of the Senior Scene newspaper and advocacy through committee work with Pierce

County Aging & Long Term Care. Served as a United Way Loaned Executive in promoting Lutheran Social Services during annual fundraising campaign.

## **COMMUNITY SERVICE AND ACTIVITIES**

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Board Director, Opera Coeur d'Alene (January 2016-)  
Washington Nonprofits (2015-present)  
Idaho Nonprofits (2015-present)  
Ellensburg Morning Rotary (2013-2015)  
South Metro Denver Chamber of Commerce (2009-2012)  
Colorado Nonprofit Association (2004-2013)  
Association of Fundraising Professionals (2004-present)  
Tacoma Rotary #8 (1996-2004)  
Level II Alpine Ski Racing Coach, United States Ski Team  
Alpine Ski Coach – Pacific Lutheran University (1991-1993 and 2000-2002); Team Alpental  
Snoqualmie (1993-1998); White Pass Ski Team (1989-1993)

## **EDUCATION**

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Pacific Lutheran University, Tacoma, WA

*Bachelor of Arts in Communications*

- Emphasis in Journalism, Public Relations and Sports Administration
- Minors in Coaching and Sports Psychology