

# DEENA KAYE

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## NON-PROFIT

Fundraising professional known for quickly establishing relationships with individual donors and corporate funders and soliciting/closing gifts. Strategically creates unique corporate sponsorship, donor cultivation and engagement opportunities. Excels at stewardship and mission messaging using multi-media communication channels. Creative event designer and organized event manager that produces appealing, informative and well-executed events.

**Microsoft Professional Suite | Greater Giving | Microsoft Dynamics | Salesforce | ACT | Little Green Light | e-Tapestry | Network for Good | Constant Contact | Mail Chimp | Word Press | Microsoft Outlook Exchange Server | Microsoft Project | Strategic Planning | Forecasting & Budgeting | IT Project Management | Franchisee | Business Owner**

## PROFESSIONAL EXPERIENCE

[KATONAH MUSEUM OF ART](#), Katonah, NY  
*A noncollecting Art Museum*

2018 to 2020

### Director of Development

Oversee donor relations, manage fundraising initiatives – annual giving, capital campaign and membership program. Plan and execute donor and member cultivation and special events, 10 to 15 a year. Identify and oversee grants for programs and exhibitions. Head gift processing and acknowledgement. Supervise Guest Service Team.

- Restructured the Guest Services and Data Administration teams resulting in improved guest and donor experience.
- Streamlined membership renewal process which increased membership by 18% in 18 months.
- Organized the first fundraising gala offsite decreasing expenditure and increasing revenue to deliver the highest net revenue gala.
- Devised the first exhibition fundraiser to engage individuals, reducing the exhibition funding deficit by 25%.
- Set policy that proposed events must have a projected positive revenue, all 25 noncultivation events now show net revenue.
- Began implementing a planned giving program projected to increase annual revenue by 6%,

[CAMP YOUNG JUDAEA](#), Amherst, NH

*A non-profit overnight summer camp serving 400 campers for the past 78 years.*

2016 to 2018

### Director of Development

Develop a strategic alumni engagement and fundraising plan for annual giving and capital campaigns.

- In the first six weeks, designed an email and social media campaign for the new annual scholarship appeal that to date exceeded expectations by 100%.
- Implemented technical infrastructure to support alumni engagement and fundraising activities.
- Initiated a planned giving program.
- Planned and executed first large fundraising event to honor retiring Executive Director.
- Spearheaded changes in board governance and recruited new board members.

AMERICAN HEART ASSOCIATION Westchester/Fairfield Region, Norwalk, CT

2014 to 2016

*Charity dedicated to eliminating heart disease, revenue national \$800 million/regional \$2.5 million, 7 local professional staff, 50+ volunteers*

**Director, Go Red For Women**

Develop and execute annual fundraising plan to secure \$440,000 in financial support from corporations, individuals and foundations. Recruit and manage volunteers. Plan, market and manage special events, 6 small and 2 significant for 300+ guests.

- Created and executed a strategy for giving circles to grow a sustained base of annual individual donors to reinvigorate a campaign where the interest and donor base had been waning during the prior 3 years.
- Worked closely with the Board of Directors, Advisory Board and Executive Director to revamp campaign to renew interest and increase event attendance and donations.
- Created 4 videos for major events to communicate the Go Red mission and impact. The percentage of individual giving at events increased by 15% and average gift by 30% year over year as a result.
- Developed and implemented a communication plan, including e-newsletters, event invitations, public relations and advertising, which increased constituency by 200% in 2 years.
- Designed new sponsorship opportunities that gave sponsor companies year-round benefits and expanded the potential corporate donor base.

LEUKEMIA & LYMPHOMA SOCIETY Connecticut Chapter, Wilton, CT

2012 to 2014

*Charity dedicated to blood cancer research, revenue national \$300 million/regional \$2.5 million, 10 local professional staff, 50+ volunteers*

**Director, Special Campaigns**

Develop and execute annual fundraising plan to secure \$650,000 in financial support from corporations, individuals and foundations. Recruit and manage over 40 volunteers. Plan, market and manage 4 major special events and 8 smaller events.

- Recruited, trained and coached 12 - 15 volunteers each year to raise over \$25,000 + in 12 weeks. One volunteer raised \$140,000 and was the 4th highest fundraiser nationally out of 600 volunteers.
- Designed a marketing campaign to increase the number of yacht clubs with fundraising teams taking part in the Leukemia Cup Regatta. Number of participating clubs doubled which offset the reduction in the overall participation in sailing locally.
- Researched mobile bidding systems, secured a sponsor to underwrite the cost. Auction revenue and day of event giving increased by 30%.
- Planned and executed a new campaign to engage young professionals in the mission and organization. Campaign volunteers wanted to be part of a newly created Junior Board of Directors.

EXPENSE REDUCTION ANALYSTS - NY/CT/MA, Westport, CT

2008 to 2012

*Cost management consultancy franchisee, \$2 million revenue*

**Franchisee/Business Development Director**

Prospect mid-market companies with need to improve the bottom line through reducing general & administrative costs. Develop and present recommendations for management. Negotiate contracts and monitor cost savings.

- Increased revenue threefold in the second year.
- Recruited an account manager in the third year to concentrate on servicing existing customers.
- Increased clients by 30% after the first year.

VANAAKEN DEVLEOPMENT, LLC – London, UK/Pocatello, Idaho  
*Automotive aftermarket performance enhancement parts, \$8 million revenue, 40 staff*

**2005 to 2008**

**Principal/Marketing Director**

Plan and implement marketing campaign to launch US sales and distribution business.

- Implemented a CRM system enabling sales team to efficiently analyze and track customer’s interactions to better understand buying preferences and concerns.
- Designed a marketing campaign that gave product exposure to automotive aftermarket parts dealers.
- Established a national distributorship network of six in first year bringing in 25% of the company’s revenue.

**EDUCATION**

**Bachelor of Arts (BA)**, SUNY BINGHAMTON, Binghamton, NY

**Associate of Arts (AA)**, FASHION INSTITUTE OF TECHNOLOGY, New York, NY

**COMMUNITY INVOLVEMENT**

STAMFORD HOSPITAL HAHA	Caring Clown	2014 to Present
BUILDING ONE COMMUNITY, STAMFORD, CT	ESL Tutor	2017 to 2018
LITERACY VOLUNTEERS, STAMFORD, CT	ESL Tutor	2017 to 2018
ISRAEL CANCER RESEARCH FUND (ICRF), CT	Advisory Board	2012 – 2018
FAIRGATE FARM, STAMFORD, CT	Farm Volunteer	2015-2016
STAMFORD CHAMBER OF COMMERCE	Ambassador/Women's Leadership Committee	2011 - 2016
LEUKEMIA AND LYMPHOMA SOCIETY, CT	Board of Trustees/CT Rep National Board	2010 – 2012

**HOBBIES**

Travelling, Hiking, Cycling, Kayaking, Gardening, Art, Music