

Peter M. Parker

1835 Rockhaven Drive
Reno, Nevada 89511

775-745-1325 - cell
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Summary of Qualifications

- Operates according to passion and perseverance.
- Non-profit leader and expert in fund development, board management, volunteer training, strategic planning, social media, and public relations.
- Proven experience and understanding of development, major giving principles and collaboration.
- Demonstrated success of managing annual funds, capital campaigns, special projects and events.
- Active community leader through non-profit and corporate-focused organizations.
- Excellent written, verbal and interview skills.
- Strong interpersonal, management and relationship-building skills.
- Comfortable presenter of networking (traditional and social media) for non-profit success.
- Excellent research, cultivation, troubleshooting and coaching abilities.
- Proficient in board retreat facilitation and volunteer training.

Experience

NPcatalyst, Managing Partner

Reno, Nevada (January 2011 – present)

- Designing corporate giving strategies for local businesses
- Managing an innovated charitable media partnership program for a local ABC-TV affiliate
- Directing an extremely popular corporate grant campaign
- Conducting charity ratings for charities, which also results in presenting each with a best practices guide for improvement
- Presenting webinars on fund development, including online giving, board member solicitations
- Linking and placing corporate leaders onto local non-profit boards and other key volunteer leadership roles
- Coordinating an exceptionally successful community volunteerism campaign
- Creating and implementing social media strategies for non-profit organizations
- Representing local philanthropy to the media for print articles and radio/tv interviews, and schools and organizations for speaking and class facilitation.

Parker Development Services, President

Reno, Nevada (August 2008 – December 2010)

- Provided services to community organizations in areas of fund development, campaign management, volunteer recruitment, board development, retreat facilitation, and event coordination.
- Worked with local businesses to create and manage corporate investment programs, where businesses can contribute their human and financial capital to community organizations.

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Sage Ridge School, Director of Development

Reno, Nevada (July 2006 – July 2008)

- Raised significant funds through the Annual Fund by producing compelling solicitation materials, working with volunteers and coordinating a large event.
- Created and completed a six-month special project campaign, which generated the funds necessary to complete a \$1+ million renovation project.
- Identified key prospects through networking, community connections and in-depth research.
- Generated exciting community awareness and recruited new families by developing relationships with corporate, philanthropic and media leaders.

American Heart Association, Executive Director

Reno, Nevada (June 2004 – September 2006)

- Created partnerships and managed a small staff, yet larger volunteer base to generate net annual funding increases.
- Infiltrated the local business and philanthropic communities through partnerships, collateral materials, speaking engagements and health fairs.
- Maintained strong leadership in the community by building invaluable relationships with key corporate and philanthropic leaders, while serving without the use of a board of directors.

Fraternity Management Group, Senior Vice President

Tucson, Arizona (July 2000 - June 2004; Consultant - June 2004-November 2008)

- Generated new business and raised funds for college fraternity chapters, particularly three campaigns with more than \$4,000,000 campaign goals.
- Cultivated and solicited prospective major contributors, conducted training presentations and worked with teams of board members.
- Managed a 20-person staff charged with creating effective brochures, conducting in-depth prospect research and actively contacting prospects for information and volunteer training.
- Secured new clients by visiting campuses, conducting sales presentations, distributing marketing materials and inviting referrals.

Bishop Manogue High School, Director of Alumni & Development

Reno, Nevada (July 1995 - July 2000)

- Created the school's alumni relations and development department.
- Managed a \$22 million campus relocation campaign and coordinated the increasingly successful annual giving program.
- Created and managed a prospect database, containing biographical, volunteer, event and wealth screening information, tailored to attain success with annual, event and capital fundraising efforts.

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Profession & Community

- Northern Nevada Children's Cancer Foundation – President, Board of Directors
- Association of Fundraising Professionals (Sierra Chapter) – Board Member
- Community Foundation of Western Nevada – Professional Advisor Council Member
- Race Track Industry Alumni Association (U of Arizona) – President, Board of Directors
- University of Arizona Sierra Nevada Alumni Chapter – President
- Young Professionals Network –Board of Directors; Twenty Under 40 Awards Chair, Sponsorship Chair
- Economic Development Authority of Western Nevada – Past E-Team Committee Member
- Young Non-Profit Professionals Network (Reno/Sparks) – Co-Founder
- Towngiving, Board Member
- Aperature Project, Board Member
- Nevada EcoNet – Past President, Board of Directors
- Reno Philharmonic Guild – Past Board President; Pops on the River – Past Event Chair
- Reno-Sparks Chamber of Commerce – Past Diplomat Member

Awards

- StayClassy's CLASSY Award, National Small Business in Philanthropy Top 25 Finalist (2011)
- Governor's 2009 Point of Light Award Recipient (Volunteer of the Year – Northern Nevada)
- Reno Gazette-Journal's 2008 "Top Twenty Under 40" Award Recipient
- Reno News & Review's Best of Reno "Best Volunteer" Award – Runner-Up (2009, 2010, 2011)

Education

Bachelor of Science (1993) from the University of Arizona's College of Agriculture with an emphasis in Business Management and Marketing. Special Emphasis: Race Track Management.