



DEBRA MCKNIGHT HIGGINS

20 Mariele Drive; Fairfax, CA 94930 415-256-8322 debra@mcknighthiggins.com www.mcknighthiggins.com

McKnight Higgins & Associates, 1998 – present

Marketing and Fundraising for Nonprofits

ARTS & CULTURAL ORGANIZATIONS

Marin Arts Council, San Rafael (1999 – present). Strategic planning, event planning, marketing and communications strategy (including social media and new audience development), development plan, grant writing, website and e-news content, collateral, surveys and focus groups, direct mail, sponsorships, and major donor campaigns. Project manager for two-year, multi-agency project with the California Council for the Humanities that culminated in a book, traveling exhibit and DVD.

ForWords, San Rafael (October 2009 - present). Foundation research, direct mail, writing and fundraising consulting for literacy and publication writing center.

DrawBridge Arts Program for Homeless Children, San Rafael (Feb. 2008 – June 2010). Consulting services to build capacity for marketing and fundraising. Strategic planning, development plan & execution, direct mail and electronic media campaigns, website content, and board training.

California Film Institute, San Rafael (6/09-12/09). Consulting and project management for \$250,000 capital campaign, with emphasis on marketing & communications, individual giving, direct mail and electronic media.

Cultural Council of Santa Cruz County, Santa Cruz (1/08 – 10/08). Nine-month contract to conduct an organizational assessment and create a strategic plan and marketing/branding strategy.

The Dance Palace, Point Reyes Station (Aug-Oct.2006). Provided an assessment of the fundraising potential of The Dance Palace to create a \$600,000 Legacy Fund. Conducted community and donor interviews and donor base research to provide strategies, recommendations, and a board report.

Ali Akbar College of Music, (2003-2004), San Rafael. Provided an assessment of fundraising activities and created a direct mail and communications plan.

Playhouse of San Anselmo, San Anselmo (2003). Provided capital campaign planning and board training, writing for collateral and internal resources inventory.

Spirit Rock Meditation Center, Woodacre (1999 – 2001). Foundation research and proposal writing for family program; database analysis and segmentation; annual campaign design and analysis; sourcing of vendors; advised annual fundraising plan.

HEALTH & HUMAN SERVICES

Sweetwater Spectrum, Sonoma (June 2011 – on-going). Foundation research and proposal writing.

In-Home Support Services, Public Authority, San Rafael (May 2011 - present). Project management, branding and writing for new website design.

The Aphasia Center of California, Oakland (July 2010 - present). Fundraising assessment and report; marketing and fundraising plan and implementation; and project management, branding and writing for new website design.

Swords to Plowshares, San Francisco (April – Sept. 2010). Branding and writing for major donor collateral.

Whistlestop, San Rafael (September 2009 – present). Project management, branding and writing for new website and direct mail appeals, and branding consultant for partnership with Marin Transit and Golden Gate transit.

Polly Klaas Foundation, Petaluma (2001 – 2006). Contract to design and implement annual fundraising plan to provide income diversification, donor acquisition, annual campaign, budgeting, newsletter, grant research and writing, foundation and corporate giving, and staff training/coaching.

Zero Breast Cancer (formerly Marin Breast Cancer Watch), San Rafael (2000 – 2001). Temporarily served as Interim Executive Director after loss of founder/ED. Directed development program for 18 months including annual fundraising plan & budgeting, strategic planning, direct mail campaigns, corporate sponsorships, major donor campaigns, event planning and foundation proposals.

True to Life Children's Services, Sebastopol (1999 – 2000) Market research, marketing plan, foundation research, proposal writing, website content, print collateral, press list and press releases.

Senior Access, San Rafael (1998 – 1999). Foundation research and grant proposals.

AFFORDABLE HOUSING / COMMUNITY & LEADERSHIP DEVELOPMENT / EDUCATION

EAH Housing, San Rafael (2004 – present). On-going contract with the Community Relations and Marketing department to provide new website content and project management, planning support, fundraising campaign management and execution, resident interviews, and writing/project management for grant proposals, collateral and other branding and communications projects.

East Bay Housing Organizations (EBHO), Oakland (2007-present). Hired yearly as project manager to produce annual Affordable Housing Guidebook and other collateral. Work closely with EBHO staff, housing organizations, advertisers, graphic designers, copy editor and photographer.

Coro Center for Civic Leadership, San Francisco (Winter 2010-11). Branding and writing for direct mail and email fundraising communications.

Citizens Housing Corporation, San Francisco, (7/08 – 6/09). Conducted an internal review and external assessment to evaluate organizational readiness for expanded fundraising and marketing activities and to identify potential areas of immediate and future major gift opportunities.

LISC Bay Area, Local Initiatives Support Corporation, San Francisco (2006–07). Branding strategy, copywriting and production support for 25-year anniversary report and electronic media.

Marin County School Volunteers (2004 – 2006). Contract to plan, manage, implement and analyze all direct mail campaigns to include acquisition and donor mail.

ENVIRONMENT

Forests Forever, San Francisco (2/09 – 6/09). Development of marketing and communications plan, collateral and messaging for major donor campaign. Also board training, executive director coaching, and staff support in developing newsletters, social marketing tools and web pages.

Marin Bayland Advocates / Marin Audubon Society, (2002 – 2003). Nine-month contract leading successful fundraising campaign that raised final \$1 million dollars in non-state funds for Marin bayland acquisition, Bahia property (total acquisition price of \$15.8 million). Advised direct mail, major donor, proposal writing, collateral and public relations efforts.

Environmental Action Committee of West Marin, Managed direct mail campaigns.

Co-owner, Whipper Snapper Restaurant, November 2009 - present

Family-owned restaurant in San Rafael, husband is chef/owner. Direct marketing and public relations to include website, social media, advertising and electronic communications.

www.whipsnap.biz

Marketing Consultant to the For-Profit Sector, 1995 - present

Facilitate visioning and strategic planning, marketing plan design, new business development, budget estimates, branding reviews, industry trend analysis, competitive positioning and pricing, collateral development and writing, and website content.

Founder / Co-Owner / Yoga Teacher, The Yoga Source of San Rafael, 1997 - 2007

Director of Marketing and Public Relations, Round Hill Winery, 1992 – 1995

Member of executive committee overseeing all aspects of this large Napa Valley Winery (annual sales of \$20 million). Designed national marketing plan including budgeting and sales projections. Responsible for distributor management, chain headquarter calls, national accounts, pricing and programming. Created all marketing and branding tools and communications. Trained and supervised winery sales representatives, regional brokers, and public relations staff.

President / Owner of McKnight Marketing, 1986 - 1992

Provided marketing and broker services to California wineries for the state of Florida. Marketing services included sales reporting, budgeting and pricing; consumer and trade educational seminars; design and implementation of distributor sales programs; creation of marketing tools; public relations and special events; competitive tracking; and direct sales. Employed two sales personnel.

PUBLISHED *Restaurant Trends Magazine*; Orlando, Florida; two articles.

EDUCATION Masters in Business Administration SAN FRANCISCO STATE, 1982
B.S. Marketing / Advertising INDIANA UNIVERSITY, 1979

REFERENCES Available upon request.

FOR MORE INFORMATION www.mcknighthiggins.com