

LESLIE PURCELL DAISY

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SUMMARY

Self-motivated fundraising professional with nearly 13 years of experience in higher education, ranging from corporate/foundation grants to annual gifts to major gifts. Additional volunteer fundraising experience with other nonprofit organizations.

EMPLOYMENT

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO 2006- August 2009

Director of Development, Central Projects, Greensboro, NC

University Advancement Office serving over 17,000 students and 90,000 alumni

- Solicited private gifts of \$15,000 and above during successful Students First Campaign, which raised over \$115 million.
- Completed private fundraising for full renovation of Aycock Auditorium as campaign initiative.
- Identified and cultivated new prospects while managing a portfolio of 125-150 major-gift prospects.
- Leveraged both university-wide and unit-based events as successful cultivation tools.

GUILFORD COLLEGE

1996-2006

Director, Corporate & Foundation Relations, Greensboro, NC

2002-2006

Advancement Office then serving nearly 2700 students and 14,000 alumni

- Planned and directed program for raising funds from public, private and community grantmakers with emphasis on top institutional priorities.
- Increased faculty awareness of grant funding opportunities, assisted faculty and staff in identifying sources of funding, coordinated the grant approval process for all solicitations generated by faculty and staff, and assisted faculty and staff in the preparation of proposals and grant applications.
- Planned and implemented all activities of the Board of Visitors based on college priorities and needs.
- Identified, cultivated and recruited potential members of the Board of Visitors through multiple sources.

Director, Guilford Fund

1996-2001

- Planned and implemented broad-based alumni giving program for annual fund, including personal visits, direct mail and Phonathon, to reach first-ever total of \$1 million.
- Developed the framework and initiated the first comprehensive solicitations for three annual funds, the Loyalty Fund, Quaker Club and Friends of the Library.
- Developed and implemented targeted fund-raising strategies for selected donor groups.
- Identified, recruited and motivated volunteer leadership as needed from all constituencies, including alumni, families, business leaders, friends, students, faculty and staff.
- Participated in prospect management to identify and cultivate major-gift prospects.
- Educated current student leaders to encourage small annual pledges after graduation.
- Developed the annual-giving component of the college Web site to increase ease of making gifts.

TRONE ADVERTISING, INC.

1988 – 1996

Account Supervisor, Greensboro, NC

Full-service advertising agency with clients including Carlyle & Co., LADD Furniture, Syngenta and Uniroyal Tire.

- Directed a targeted consumer program to initiate and build relationships.
- Directed advertising strategy and assisted in media planning for large, independent, retail jewelry account.
- Developed corporate advertising and additional point-of-sale materials to reinforce and extend the advertising message for furniture manufacturers and the International Home Furnishings Center.

TRIAD BUSINESS JOURNAL

1986 – 1988

Managing Editor, Greensboro, NC

Weekly business tabloid then circulated to 15,000 business executives in the Triad.

PACE COMMUNICATIONS INC.

1981 – 1986

Editor, Greensboro, NC

Publisher of national consumer, in-flight and trade magazines.

AMERICAN INSTITUTE OF MERCHANT SHIPPING

1976 – 1980

Lobbyist, Washington, DC

Trade association for U.S.-flag oil tankers.

EDUCATION

BA, Randolph-Macon Woman's College, Lynchburg, VA

The George Washington University, Washington, DC, Publication Specialist Program

Duke University Nonprofit Management Certificate Program – selected classes

Council for the Advancement and Support of Education (CASE)

Annual Giving Conference, Direct Mail Conference, Phonathon Conference, 1998

National Committee on Planned Giving, Satellite Seminar, 1998

Piedmont Fundraising School, NSFRE First Course, 2000

Association of Fundraising Professionals, NC Fundraising Conference, 2005

Academic Impressions, Cold Calling and Prospecting Web Conference, 2006

CASE, Major Gift Fundraising, 2006

UNC Advancement Conference, Strike up the Brand, 2006

Association of Fundraising Professionals, NC Fundraising Conference, 2006

Association of Fundraising Professionals, NC Fundraising Conference, 2007

Academic Impressions, Fundraising Essentials: Making the Ask Web Conference, 2007

COMMUNITY LEADERSHIP HISTORY

Board of Trustees, Central North Carolina Chapter of the National Multiple Sclerosis Society; Board of Directors, Treasurer, UNCG Theatre Angels; Board of Directors, Greensboro Interfaith Hospitality Network; Advisory Committee for Corporate Communications, Guilford Technical Community College; Human Race Committee, The Volunteer Center; Communications Division, United Way of Greater Greensboro; Board of Directors, Weatherspoon Gallery Contemporaries, UNCG; Public Relations Chair, Greensboro Opera Company.