

Alyce Lee Stansbury, CFRE

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PROFILE

- 20 years of leadership experience in advancing the goals and missions of diverse organizations by applying expertise in:
 - Fundraising
 - Management
 - Public Speaking
 - Planned Giving
 - Marketing
 - Recruitment
 - Communication
 - Program Development
 - Special Events
 - Budget Control
 - Process Improvement
 - Supervision
 - Training & Development
 - Partnership Building
 - Contracts & Grants

EXPERIENCE HIGHLIGHTS

Management

- Play a key role in the strategic planning and budgeting process for the **Community Foundation of North Florida (CFNF)**, and previously for **Big Bend Hospice, Inc.**, and the **Big Bend Hospice Foundation, Inc.**
- Prepare and submit budget recommendations, maintaining accountability for departmental budget
- Participated in analyzing and restructuring the internal operations of **Big Bend Hospice, Inc.**, to efficiently record, track, and acknowledge cash donations, stock gifts, bequests, in-kind gifts, and pledges
- Developed and managed 38 county-based and 6 regional programs for **Florida Special Olympics**
- Participated in developing the strategic plan for the **Florida Prevention Association (FPA)**
- Created and oversaw 9 statewide alcohol/drug prevention programs for the **Florida Prevention Association**
- Identified, submitted, and managed \$344,000 in grants for statewide prevention programs for **FPA**
- Administered patient service programs for the **Muscular Dystrophy Association** throughout 45-county area, coordinated 3 outpatient clinics, and planned all facets of a week-long camp for handicapped children
- Supervised staff of eight for **Florida Prevention Association**

Board, Staff, & Volunteer Relations

- Work with Board members of the **Community Foundation** to build charitable assets and cultivate new donors
- Worked in close collaboration with the President & CEO to recruit the founding board of the **Big Bend Hospice Foundation**
- Provided support, agenda items and staffed an 18-member Board of the **Hospice Foundation**
- Recruited, motivated, supervised, and worked hand-in-hand with cadre of Hospice volunteers in 8 counties
- Worked cooperatively with 2 other Field Directors, a statewide Board of Directors, 12-member staff, and volunteer councils to coordinate **Special Olympics** in 6 regional programs in north Florida
- Recruited, trained, and managed volunteer administrators for **Special Olympics** in rural counties with minimal resources, providing leadership training and technical assistance to improve program effectiveness
- Designed and executed educational programs and conducted training seminars for the **Florida Prevention Association**, implemented initiatives of a statewide advisory board, and supervised staff of 8
- Recruited, trained, organized, and supervised volunteers for the **Center for Professional Development & Public Service** to support the needs of the Distinguished Lecture Series

Development

- Worked directly with the Board & President of **CFNF** and raised \$470,000 for matching challenge grant award
- Educate, cultivate and build long-term relationships between the **Foundation** and high-net worth individuals and their advisors
- Shaped a newly created position as Fund Development Director for **Big Bend Hospice, Inc.**, to spearhead an intensive multi-year capital campaign to build the **Hospice House**
- Created a systematic infrastructure from the ground up based on a multifaceted fundraising strategy that included a Donor Acknowledgment Program that processed 1,200± in gifts monthly, as well as:
 - Endowment Program
 - Donor Recognition Program
 - Planned & Major Gifts Program
- Orchestrated the **Hospice House Capital Campaign**, including individual gift solicitation, grant writing, and direct mail components that secured a total of \$2 million, doubling the initial goal of \$1 million
- Created, developed, and executed fundraising/public relations programs for the **Muscular Dystrophy Association** across a 25-county area in south Georgia; coordinated a statewide fundraising program that raised \$48,000
- Produced, scripted, and orchestrated 2 local telethons for **MDA**, e.g.: recruited volunteers, set up phone bank, trained on-air talent for pledge breaks, and initiated production of vignettes featuring local clients
- Cultivated/expanded mutually profitable relationships between the **MDA** state association and national sponsors

Marketing & Public Relations

- Develop new website, marketing plan, radio spots, online newsletter, news releases and collateral materials for **CFNF**
- Implement targeted marketing plan to educate professional advisors about charitable gift planning and **CFNF**
- Played a pivotal role in promoting the image and increasing the visibility of **Big Bend Hospice** throughout the 8 counties served, creating support for Hospice House through public speaking, networking, and TV/radio appearances
- Edited statewide monthly newsletter to enhance awareness and support for **Special Olympics**
- Developed marketing plans and coordinated event publicity the **Center for Professional Development** and the **MDA**
- Wrote annual reports, articles, grants, direct mail appeals, and fundraising materials for various organizations

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Event Planning

- Implement **Community Foundation** donor recognition events, educational forums, board receptions, and professional seminars
- Coordinated a series of high-profile events for up to 300 guests, building a high level of support throughout **Big Bend Hospice's** multi-year capital campaign which culminated in the grand opening of Hospice House in 2000
- Controlled the planning, scheduling, and logistics to house 2,400 **Special Olympics** athletes and volunteers throughout Tallahassee for an annual 3-day state-wide event, including supervising and training a volunteer registration team
- Coordinated all details of the **Special Olympics** statewide conference in 1993; laid the foundation for the 1994 program
- Created and spearheaded over 100 special events annually for the **Muscular Dystrophy Association**

CAREER HISTORY

President, Stansbury Consulting LLC, 2006 - PRESENT

Director of Development and Donor Services, COMMUNITY FOUNDATION OF NORTH FL, 2003 – 2006

Fund Development Coordinator, BIG BEND HOSPICE, INC., 1994 — 2003

North Florida Field Director, FLORIDA SPECIAL OLYMPICS, 1992 — 1994

Community Development Coordinator, FLORIDA PREVENTION ASSOCIATION, 1991

Patient Service Coordinator, MUSCULAR DYSTROPHY ASSOCIATION, 1987 — 1991

Director of Publicity (1985 — 1987); **Communications Intern** (1985)

CENTER FOR PROFESSIONAL DEVELOPMENT & PUBLIC SERVICE, FLORIDA STATE UNIVERSITY, 1985 — 1987

EDUCATION

FLORIDA STATE UNIVERSITY, Tallahassee, Florida

BACHELOR of SCIENCE in *Communication*, 1987

- Outstanding Student Award, College of Communication, 1987

CERTIFICATION

Certified Fund Raising Executive (CFRE), 2002 – present

RECOGNITION

Outstanding Fund Raising Professional, Big Bend Chapter of AFP, 2000

25 Women You Need to Know, *Tallahassee Democrat*, 2008

PRESENTATIONS

- Frequent presenter at regional & national conferences and course instructor on the subjects of:
 - Capital Campaigns
 - Board Development
 - Fund Development
 - Major Gift Fundraising
 - Endowment Building
 - Annual Giving

CONTINUING EDUCATION

- **Council on Foundations**
 - National Asset Development Conference, 2005
 - National Conference for Community Foundations, 2004
 - Resource Development and Marketing for Community Foundations, 2003
- **Florida Caucus of the Association of Fundraising Professionals**, Planned Giving Conference, 2004
- **Association of Fundraising Professionals:**
 - Survey Course in Fundraising, 2003; International Conference, 1997
- **National Hospice Organization:** National Conference, 1995

PROFESSIONAL AFFILIATIONS

- **Association of Fundraising Professionals**, *Member*, 1998 — present
 - *President*, 2001 & 2002; *Treasurer*, 1999 — 2000; *Membership Chairman*, 2003 –present
- **Leadership Tallahassee**, *Graduate*, 1994
 - Building Better Boards Committee, Chair, 1995; *Steering Committee Member*, 1997 – 2005
- **United Partners for Human Services**, *Board Member* 2007-2008
- **Tallahassee Regional Estate Planning Council**, *Member*, 2003 – 2006
- **Tallahassee Society of Association Executives**, *Member*, 2001- 2003