



NATALIE M. ZUNDEL, CFRE

raisewellconsulting@gmail.com

(703) 574-0526

www.linkedin.com/in/nataliezundel

Expertise

I am a seasoned fundraiser with a donor centered approach and experience working for both local and national nonprofit organizations.

Leadership & Management

- Serve as the board liaison, inspiring volunteers to be strategic leaders through the implementation of custom “ask” training sessions, agenda best practices, and development of a board book containing their role, policies, resources, and more.
- Craft annual plans tailored to the needs and strengths of the organization using a collaborative input method that led to a 175% growth in revenue at ASCRS Foundation in one year and an 82% growth in philanthropic revenue at the ASCE Foundation in two years.

Fundraising

- Grown funding in all my positions, including an 80% increase in total revenue in less than 3 years at Urban Alliance, and a 525% growth in major gifts over three years at the ASCE Foundation.
- Design donor stewardship plans with varying recognition levels that have led to retention rates above 70% (exceeding industry average of 43%).
- Experience at multiple positions building a major gifts pipeline from the ground up, starting with the cultivation of mid-level annual donors.
- Proven ability to grow planned giving, increasing the ASCE Foundation’s number of known legacy donors by 35% over four years.
- Ability to manage the grant writing and reporting process for multiple corporate and private foundations (30+ DC based entities at Urban Alliance and 30+ major pharmaceutical and medical device companies at ASCRS Foundation).
- Laid the groundwork for a successful multi-year, \$15 million dollar campaign at the ASCE Foundation.
- Extensive event planning experience ranging from intimate donor receptions to large golf tournaments.
- Passionate about communicating with supporters through the written word; I have drafted press releases, website content, blogs, newsletters, brochures, and speeches.

Budget & Finance

- Responsible for the drafting & forecasting of annual budgets, and their presentation to the board.
- Implemented documented gift processing procedures, including detailed checks & balances, minimizing administrative inconsistencies.



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Technology Proficiency

Adobe InDesign, Adobe Illustrator, Altru, Basic HTML, Blackbaud Raiser's Edge, Constant Contact, Donor Perfect, Ektron, Eloqua, Exceed, eTapestry, Facebook, Foundation Center Directory, Lexis Nexis, LinkedIn, Management Reporter, MS Office Suite, ResearchPoint, Twitter

Professional Positions

Raise Well Consulting	Ashburn, VA
President & Founder	September 2019-present
American Society of Cataract & Refractive Surgery(ASCRS) Foundation	Fairfax, VA
Director of Development	August 2016-April 2019
American Society of Civil Engineers (ASCE) Foundation	Reston, VA
Executive Vice President	October 2015-August 2016
Director of Philanthropy	April 2014-October 2015
Senior Manager, Major Gifts	August 2011-April 2014
National Center for Missing & Exploited Children (NCMEC)	Alexandria, VA
Manager, Major Gifts & Foundations	March 2008-August 2011
Urban Alliance	Washington, DC
Development & Communications Director	June 2005-February 2008

Education & Certifications

CFRE International
Certified Fund Raising Executive
University of Michigan, School of Social Work
M.S.W. - Community Organization/Management of Human Services
University of Michigan, College of Literature, Science, & Arts
B.A. Anthropology

Continuing Education

AFG Annual Conference (2012-2019)
AFP CFRE Online Review Course (2010)
AFP/DC and DMAW Bridge Conference (2006-2008)
AFP International Conference (2009-2010)
AFP Maryland Fundraising Day (2009)
ASAE Annual Conference (2015)
ASAE Supervisory Management Course (2014)
Case Western Reserve University Leading With Emotional Intelligence (2014)
University of Indianapolis Center for Philanthropy Women in Philanthropy Conference (2008)



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Speaking Engagements

American Society of Association Executives (ASAE) Annual Conference

- Building a Culture of Philanthropy

Association Foundation Group (AFG) Annual Conference

- The Next 25 Years of Association Fundraising (luncheon keynote)
- What's Next Opening Keynote Panel
- Association Fundraising 101
- Report from the Trenches: Social Media Fundraising
- Creating a Donor Friendly Website
- Idea Box for Your Annual Meeting

Association Foundation Group Seminars

- Prospect Research December
- Fitting Social Media into the Fundraisers Toolbox
- Leveraging Social Media in Fundraising

Center for Nonprofit Success

- Qualification of Major Gift Prospects
- Workshop for Fundraisers with <1 Year Experience

Memberships & Volunteer Positions

Association Foundation Group

- Member, 2011-present
- President, 2018-2019
- Board Member, 2015-present

Association for Fundraising Professionals

- Volunteer, National Capital Philanthropy Day, 2015-2016

Children's Science Center

- Volunteer, 2014-2015