

Joanne Ferchland-Parella

More than twenty years of development experience that includes significant management expertise in strategy, program planning, implementation and budgeting of comprehensive advancement efforts including alumni relations, annual fund, corporate and foundation relations, planned giving, and capital campaigns. Particular strength in program building and turnaround. Extensive experience in personnel recruitment, training, mentoring, and team building. Highly effective interdepartmental and cross-campus relationship building for mutually beneficial collaborations, especially in corporate relations and alumni relations. Staffing of presidents, dean, trustees and executive-level alumni volunteers towards successful prospect cultivation and solicitation resulting in seven- and eight-figure gifts. Outstanding lifetime record of prospect cultivation leading to major and principal gift commitments from individuals, corporations and foundations.

PROFESSIONAL EXPERIENCE

Children's Hospital of Orange County (CHOC) Foundation, Orange, California

2016 – 2018

Associate Vice President of Development, Principal Gifts

Oversaw prospect research and management, principal gifts, and creative services for a pediatric medical center. Served as the foundation's campaign director for a projected \$400 million campaign targeted for FY2018 to 2025. Designed and implemented two Foundation board initiatives, including \$1 million grant programs targeting CHOC physicians and associates. Reported to the Senior Vice President and the foundation's Chief Development Officer, supporting the hospital's mission. Led a team of six.

- Conducted a program-wide review and strategy development plan for principal gifts prospects, expanding pipeline to \$164 million in projected solicitations.
- Led an institutional review and the development of comprehensive Foundation gift acceptance policies and procedures.
- Conducted analysis, benchmarking, and Foundation department training, culminating in a plan for a \$400 million campaign, doubling philanthropic support in eight years.
- Developed campaign committee structure, candidate roster, recruitment documents, training curricula and materials to engage community leaders, volunteers, CHOC physicians, and associates.
- Spearheaded CHOC's senior leadership and board campaign visioning program and supported campaign case development.
- Activated the Physician Philanthropy Committee of physician leaders to participate and guide others in the engagement of grateful families.
- With the Medical Director, identified, recruited, and activated a grateful family advisory committee to raise support for CHOC Nutritional Wellness Program.
- Designed the Foundation's board grant programs to inform and engage board members and potential donors, and train physicians and associates in developing transformational programs and strategic projects. Formulated committee materials, participant training curricula, grant applications, assessment criteria and forms and marketing and communications strategies and materials, which resulted in seven of ten physician teams competing; 83 CHOC associates participating in strategic grants application process with 53 competing to final round, and 13 awards provided. Structured the programs to continue on an annual basis.
- Produced \$25M in \$1 million to \$10 million proposals; \$10 million pending; \$8 million awarded.
- Managed personal portfolio of 15 newly identified prospects in cultivation including two with gift capacity of \$10 million to \$30 million.

Chief Advancement Officer

Rebuilt a program to better engage alumni by offering volunteer programs for a private liberal arts college. Revitalized the annual giving program through the introduction of a class representative system and crowd funding, in addition to traditional methods. Established the President's Leadership Council of high-potential members and enlisted members of the Board of Trustees to identify and assist in the cultivation and solicitation of major gift prospects. Reported to the President of the College and served a member of the President's cabinet. Led a team of three staff.

- Developed a pipeline of principal gift prospects totaling \$268 million and major gift prospects totaling \$22 million. Directed personal cultivation activities at prospects with capacity totaling \$86 million.
- Organized the President's Leadership Council including alumni and community volunteers with gift capacity of \$7.5 million.
- Reorganized Alumni Council to engage young alumni and current students.
- Oversaw implementation of Blackbaud Raiser's Edge software and Net Community social media and web alumni engagement platform.

Associate Vice President

Led a team of 42 professional and support staff responsible for raising \$515 million in SDSU's first comprehensive campaign. The campaign extended to a \$750 million goal by 2017. Worked closely with other university executive leadership, college deans and directors. Acted as staff liaison to National Campaign Council and Secretary for The Campanile Foundation. Position reported to the Vice President for University Relations and Development.

- Conducted prospect base analysis and implemented regional outreach program that resulted in more than \$150 million in anticipated gift solicitations from newly identified prospects.
- Developed and implemented ongoing staff and volunteer training programs.
- Managed a prospect pool of 100 newly identified major gift prospects.
- Served as staff liaison to Los Angeles Regional Council and Desert Regional Council.
- Program won CASE National Awards for Most Improved Program, 2013 & 2014.
- Oversaw the development team, which secured 91 gifts of \$1 million or more in the campaign.

Vice President of Institutional Advancement

Led the reorganization of fundraising and alumni relations programs from a decentralized to centralized structure for a private, research university for a private, comprehensive university. Managed a team of 42 professional and support staff in alumni relations, annual giving, special events, research, advancement services, corporate and foundation relations, planned giving and major gift fundraising with a budget of \$5.3 million. Developed the university's first institutional advancement strategic plan and conducted the first comprehensive fundraising campaign with a goal of \$100 million. The position reported to the President of NSU. Acted as a member of President's Executive Council.

- Developed a training and mentoring program to counter existing silo mentality and build camaraderie among deans, center directors, and institutional advancement staff throughout the university.
- Assessed staff skills and redefined responsibilities to ensure that individual staff functions matched their strengths, increasing the likelihood of success.
- Oversaw prospect screening to identify and assign prospective major gift donors to officers for cultivation and solicitation.
- Worked with the executive leadership and academic deans to evaluate and strengthen volunteer boards to support friendraising and fundraising for the university.
- Increased total giving to NSU from \$5 million annually to \$12.3 million in FY2011, an increase of 146%.

- Worked with the President and a trustee volunteer to secure a \$10 million gift, which was the largest single gift in NSU history.
- Participated in strategy and solicitations of Board of Trustees members that resulted in more than \$14 million in commitments.
- Intensified outreach to alumni, increasing alumni chapters to more than 20 active groups in the U.S.
- Responsible for Special Events and Alumni Relations strategy, oversaw a team that conducted more than 100 cultivation/fundraising events per year.

University of Maryland (Robert H. Smith School of Business), College Park, Maryland

2001 – 2008

Assistant Dean for External Relations (2003 – 2008)

Executive Director of Development (2001 – 2003)

Held initial responsibility as Executive Director for development and alumni relations for a Top 25 business program within a comprehensive, research university. As Assistant Dean, the responsibilities expanded to include special events for the Smith School and was elevated to the Dean's executive management team, participating in re-design of Smith School's Office of Career Management; development of Smith School corporate relationship management database and oversight of school-wide corporate strategies. Oversaw the development of Smith School marketing and branding themes and vehicles. Responsible for a \$2.14 million annual budget. Position directly reported to the University of Maryland College Park Campaign Director and dotted line reported to the Dean of the Smith School. Staffed University President, Dean, trustees and volunteers on prospect visits.

- Built staff, volunteer, and cultivation opportunities and a prospect pipeline in preparation for \$90 million capital campaign (of \$1 billion university-wide campaign) as a part of the external relations program.
- Secured more than \$48 million in gifts and pledges towards \$90 million goal (beginning in FY2005 silent phase). The total giving in FY2001 was \$1.8 million.
- Worked with a dean, president, and vice president to secure a \$30 million gift benefiting the Business School and Performing Arts Center.
- Oversaw staff expansion from 4.5 FTE in FY2001 to 23 in FY2008; this included five additional positions dedicated to full-time fund raising. Focused significant effort on mentoring, team building, and communications to develop a cohesive and goal-focused team.
- Grew a pool of actively managed, major gift (more than \$50,000) individual prospects from 200 in FY2001 to 1,500 by FY2007. The pool of major gift corporate prospects grew from 10 in FY2001 to 80 in FY2007.
- Recruited two new volunteer boards, including the Board of Visitors, a 50-member senior VP and C-level executives assisting with corporate relationship building; and Dean's Advisory Council, a 45-member mid-and upper-management alumni charged with building alumni network with an emphasis on potential major gift prospects.
- The External Relations department provided leads for placement of more than 100 MBA interns; 50 MBA full-time hires; and \$2,800,000 in Executive Education custom programming in three years.
- Personal fundraising responsibilities centered on leadership and principal gift prospect strategy, cultivation, and solicitation, resulting in \$17.2 million between FY2005 – FY2008.

Bryant University, Smithfield, Rhode Island

1997 – 2001

Executive Director of Development

Held a senior management advancement position at a private, non-profit, business-focused university. Responsible for the day-to-day management and evaluation of a 31-member development team of professionals and support staff and their assigned programs. Worked in concert with Vice President for Institutional Advancement and Campaign Director to plan and implement the university's first major campaign, \$50 million working goal.

- In 18 months, screened, interviewed and hired fifteen professional and support staff, building a campaign-ready staff.

- Fiscal Year 1998 resulted in \$1.8 million or 37% over previous year; \$3.3 million in FY1999 or 55% increase over previous years; both set records for giving to the university.
- Fiscal Year 1999 exceeded unrestricted operating goal by 111% raising \$918,000; Fiscal Year 2000 achieved 111% of unrestricted goal and exceeded \$4 million total giving.
- Collaborated with major gift and corporation and foundation officers on prospect strategies and proposals that resulted in \$6 million.
- Consulted with prospect research and major gift staff through use of electronic databases, proactive research and prospect screening to identify 2,200 campaign prospects (alumni prospect pool of 36,000) with a total capacity of \$150 million. As of 2001, 50% were confirmed as major gift prospects through personal visits and 33% were “involved” or had a request pending.
- Worked closely with an organizational management consultant to develop and execute “team building” training for all development staff that focused on quality improvement and group problem solving.

Gustavus Adolphus College, Saint Peter, Minnesota 1995 – 1997

Associate Vice President for Development

Led a successful \$34 million campaign (\$32.5 million original goal) on behalf of a private, liberal arts college. Supervised 15 professional and support staff; prepared and administered annual development budget. Organized the cultivation and solicitation of key prospects by the President, board members, other volunteers and professional staff. Served as a member of President’s senior management team. Addressed a full range of internal and external constituencies to promote both the development and external relation’s agendas.

- Introduced comprehensive prospect strategies and work plans leading to doubled productivity in prospect visits and gift solicitations by development officers, achieving the second highest fund raising year in history of college with over \$10 million in gifts and pledges committed.
- Developed the first strategic plan for development and orchestrated comprehensive planning sessions with all departments in the Advancement Division.
- Oversaw RFP process and rapid implementation of Datatel development software system. This assessment was the basis for the decision to adopt a campus-wide, integrated database.

Villanova University, Villanova, Pennsylvania

1993 – 1995

Director of Development/Major Gifts & Planned Giving

Member of a major gifts fund raising team for private, comprehensive university. Managed the Philadelphia region of Villanova Campaign (a \$100 million total goal over a five-year period). Responsible for raising \$3.45 million of \$5.5 million goal during my two-year tenure, focusing at \$100,000 - \$250,000 gifts. In addition to personal solicitation responsibilities, identified, recruited and staffed campaign volunteers. Assisted in the creation of planned gifts for all campaign prospects. Managed and provided stewardship for previously identified planned gift prospects and cultivated where possible to convert to outright gifts.

- Served as a mentor to junior Annual Fund officers in developing their solicitation skills.
- Elected by the development office as department representative for Villanova Quality Improvement, a university-wide total quality management initiatives.

Director of Development

Responsible for development and implementation of comprehensive fund raising program for a community medical center.

- Organized the first planned giving program, Heritage Associates, for cultivation and stewardship of bequests and life income donors through direct mail, seminars and personal visits. Developed Polyclinic Vanguard, a cultivation program for retired PMC physicians, spouses and widows. These programs resulted in more than \$300,000 in gifts and more than \$300,000 in bequests.
- Grantsmanship for FY1992 resulted in nearly \$1 million in funds for capital improvements and program development.
- Acted as a member of Polyclinic and multi-institutional project team for creation of coordinated services program for chemically dependent, pregnant women. Co-authored a grant proposal resulting in a more than \$250,000 state grant.

Mount Saint Mary's University (MSM), Emmitsburg, Pennsylvania

1987 – 1991

Director of Annual Fund

The Johns Hopkins University, Baltimore, Maryland

1985 – 1987

Assistant Director, Johns Hopkins Annual Fund

EDUCATION & TRAINING

University of Maryland (Robert H. Smith School of Business), College Park, Maryland
Executive MBA

The Johns Hopkins University, Baltimore, Maryland
Master of Liberal Arts

Loyola University, Baltimore, Maryland
Bachelor of Arts, English

John Brown Planned Giving Seminar
Robert Sharpe Planned Giving and Marketing
Winston Smith Marketing of Planned Gifts
Gordon Caswell Planned Gift Marketing

COMPUTER SKILLS

Fundraising software including: BSR Advance, Datatel Benefactor, and Blackbaud Raiser's Edge
Proficient in Microsoft Office Suite, iWave Pro research software, and LexisNexis Development

COMMUNITY SERVICE

ARC Broward, ARC Angel
KPBS Producers Club
Museum of Art Fort Lauderdale, Benefactor
Royal Dames of Cancer Research, Member
San Diego House Rabbit Society Volunteer
United Way of Broward County, Women's Leadership Council, Member