

Gina Schmeling

FUNDRAISING

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Experience & Skills

Fundraising Consultant

Since 2011

Clients

Healthy Schools Campaign, Chicago
The Hunger Project, Global Office, NY
Congregation Beth Elohim, Brooklyn
Institute for Sustainable Communities (ISC), VT

In addition to my clients, I advise and participate in local and national non-profits. I have become a social media and non-profit interpreter for Executive Directors and leaders. As a board member, I encourage greater connection and networking within our communities. When possible, I inhabit the change.

My blog represents my social media self. I navigate and experiment to advise from experience. Wherever I am, I am fundraising.

Consultant, Volunteer, Board Member

Since 2000

- Advised the ACLU, national office, on a major data conversion (2000). I became Director of Membership a year later.
- Returned to cover staff departure at ACLU's Development Department (2006).
- Launched major annual appeal for The New Shul, lower Manhattan (2008 and 2009).
- Personal fundraising via social media for Leukemia & Lymphoma Society and Autism Speaks marathon teams (since 2010).
- Organized major fundraising events at BAM for Hannah Senesh Community Day School (2012 & 2013).

Director of Membership, ACLU National

2001 to 2005

I managed the ACLU's Membership Department during a period of historic growth.

- Ran direct-marketing areas (MM, TM and Web) with directors and consulting firm.
- Wrote, reviewed and coordinated copy for membership campaigns (TM scripts, Web, Mail) with team.
- Managed multi-area large staff, including direct-marketing and cashiering, data.
- Audited staff systems, internal structures and reporting processes.

Deputy Director of Membership & Direct-Marketing, WNYC

1994 to 1999

I initiated new programs at WNYC, including a major data conversion to the fundraising system created by Chuck Longfield.

Programming and Development Positions, WBEZ Chicago Public Radio and A.R.T. (Art Resources in Teaching), Chicago

1990 to 1994

Education

MA Humanities and Social Thought, New York University 2007
Critical Studies Fellow, The Whitney Museum of American Art 1999-2000
AB Drama with Honors in Humanities, Stanford University 1990

Affiliations

Association of Fundraising Professionals, NY Chapter
Board of Trustees, Hannah Senesh Community Day School, Brooklyn, NY
Alumni Association, Stanford and New York Universities
Team in Training/Leukemia & Lymphoma Society