

# JENNIFER BECKWITH ROSE, MPA

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## PROFILE

- A life-long “connector”, works tirelessly to help others achieve success and thrive in the community.
- Committed to and experienced in work that furthers the growth of philanthropy.
- Organized, detail-oriented, and self-motivated, with excellent time management, prioritization, and multiple task/project coordination skills.
- Strong work ethic and professional attitude emphasizing reliability, integrity, teamwork, and the willingness to work as necessary to get the job done.
- Special talent for organizing and motivating volunteers and employees.
- Excellent written, verbal, and listening skills.

## WORK EXPERIENCE

2018 – present	<i>Executive Director</i>	Central Fairfax Chamber of Commerce Fairfax, VA
2017 – present	<i>Adjunct Faculty</i>	George Mason University School of Integrative Studies Fairfax, VA
2012 – 2017	<i>Development Manager</i>	Britepaths (formerly Our Daily Bread, Inc.) Fairfax, VA
2011—2012	<i>Seasonal Programs Manager</i>	
2008 – 2011	<i>Community Giving Specialist</i>	Northern Virginia Family Service Oakton, VA
2003 – 2008	<i>Executive Director</i>	Rotary Club of Albuquerque Del Norte Albuquerque, NM
2005	<i>Membership Services Director</i>	Heights Branch YMCA of Central NM Albuquerque, NM
2002	<i>Consultant/Special Projects Coordinator</i>	Afton Communications Corp. Roanoke, VA
2000 – 2001	<i>Part-Time College Instructor</i> <i>Graduate Teaching &amp; Research Assistant</i>	New Mexico State University Govt. Dept. Las Cruces, NM
2000	<i>Volunteer Program Coordinator (Intern)</i> <i>Youth Leadership Program Coordinator (Intern)</i>	Doña Ana Co. Humane Society Las Cruces, NM
1998	<i>Field Director</i>	Girl Scout Council of the Nation’s Capital Washington, DC
1997-98	<i>Temporary Employee</i>	Careers & Co. Reston, VA
1994-95	<i>Student Intern (Unpaid)</i>	United Way – Thomas Jefferson Area Charlottesville, VA
1992-98	<i>Bus Driver, Supervisor (Charter &amp; Operations)</i> <i>Charter Representative, Consultant</i>	University Transit Service Charlottesville, VA

## RELEVANT EXPERIENCE

### Program Planning & Coordination

- As Executive Director of the Central Fairfax Chamber of Commerce, responsibilities include all aspects of Chamber management, including: marketing & communications, membership services, policies & procedures, and event planning.
  - Developed new organization structure, which implemented several new programs and initiatives of the Chamber.
  - Created framework for Chamber programs and initiatives, including the Ambassadors Program

# JENNIFER BECKWITH ROSE, MPA

- Plans and executes all special events for the Chamber to include, orientations, networking events, education opportunities, and fundraisers.
- As the Manager of Development at small, but growing non-profit, responsibilities included all aspects of fundraising, including: donor solicitation, donor stewardship, event planning, corporate giving, major gifts, planned giving.
  - Created the organization’s first fundraising plan. Worked tirelessly to create a strong foundation for development and to build upon the development of a variety of revenue streams for the organization.
  - Served on the task force and planning committee for the name change the organization experienced in July 2016. Played a key role in the name change process – including meetings with consultants to help identify new name and messaging, meetings with key donors and other stake-holders, website design, and planning for launch of new name and look.
  - Served on the planning committee for the annual board-staff retreat; co-chaired the development committee and the volunteer-led events planning committee.
  - Oversaw the continued implementation of new computer CRM database system for tracking donors and donation. Created new systems of donor stewardship in response to the capabilities and limitations of the new system.
  - Created Corporate Engagement program to deepen and expand partnerships with existing corporate supporters. Program also serves to recruit new corporate partners.
  - Position required the planning and execution of two major events per year and several minor events. One event, Complete the Circle, was named Runner-Up in the “Best Charity Event” category in *Virginia Living Magazine’s* 2015 Best of Virginia (Northern Virginia Region). Our Daily Bread was named “Best Charity”.
  - Direct Contributions and event revenue to organization increased nearly 80% during tenure as Development Manager.
  - Position required strong ability to prioritize and multi-task.
- As Seasonal Programs Manager at small, but growing private non-profit, plan and execute organization seasonal programs – schools supplies and holiday assistance.
  - Lead agency through the implementation of a pilot program that was designed to improve effectiveness and efficiency of the distribution of school supplies to needy children. Increased capacity 25% reduced costs 50%.
  - Oversaw the implementation of a new computer CRM database system for holiday assistance program that served nearly 3,000 needy households.
  - Program required coordination with nearly 500 referring agents.
  - Donations of gift cards increased by 50% and corporate sponsorship funds increased 100%.
- As Community Giving Specialist for the largest private non-profit social services agency in Northern Virginia, planned and executed major donation drives, including “Back to School” Drive and “Gifting for Families” Holiday Drive as well as oversaw agency’s participation in the Fannie Mae Help the Homeless Walkathon:
  - Number of backpacks distributed to needy children increased by 300% from 2009 to 2010
  - Donations to Gifting for Families in 2010 increased by nearly 100% over 2007
  - Participants in Help the Homeless Walkathon increased by 225% from 2007 to 2010
  - Developed strategies to further increase in-kind donations and refined processes and procedures for the processing and tracking of in-kind donations
  - Established and cultivated relationships with a wide variety of community partners to support the donation drives and overall mission of NVFS. These partners ranged from major corporations to churches and schools, to small community groups and individuals
  - Awarded the “Employee Appreciation Award” for non-direct service employees in November 2008 (first time eligible for the award). The winner of this agency-wide award is nominated by colleagues and selected by a panel of peers
- As Executive Director for the Rotary Club of Albuquerque Del Norte, provided support for numerous programs, projects, and fundraisers for the club:
  - Coordinated and executed all administrative tasks related to the club’s day-to-day operations

# JENNIFER BECKWITH ROSE, MPA

- Planned and executed special events
- Created promotional materials, press releases, semi-weekly (*award-winning*) newsletter, etc.
- Managed volunteers
- Drafted budgets
- Prepared grant applications & follow-up reports
- Authored manuals
- Advised Board of Directors on many issues related to club policies and procedures
- As a member of the Junior League of Albuquerque, worked as chair of several committees – Community Impact Project, Co-Chair for Fundraiser, Activities:
  - Assisted in the planning and execution of the community impact project’s first fundraiser
  - Participated in the planning and execution of new League fundraiser
  - Recruited volunteers, solicited donations, negotiated contracts for venue, entertainment, etc.
  - Awarded a “Cheers for Chairs” Award in 2006
- While working with the United Way of Southwest New Mexico, initiated drive for the volunteer center in Las Cruces, NM:
  - Conducted research to identify need for such a center
  - Prepared a business plan
  - Drafted a grant
  - Made presentations to board members
- Designed and implemented a volunteer program at the Doña Ana County Humane Society:
  - Oversaw the recruitment and placement of volunteers
  - Developed policies and procedures for both staff and volunteers to follow
  - Designed and provided staff training on issues related to working with volunteers
- Oversaw a pilot youth leadership program at the Doña Ana County Humane Society:
  - Planned speakers, programs, and activities for 12 youth
  - Established rules, policies, and procedures for the program participants
- Established and implemented the first United Way Student Campaign to raise funds for the United Way – Thomas Jefferson Area at the University of Virginia:
  - While carrying a full course-load and working 20+ hours/week, planned, promoted, and executed a series of special events over 5-month period, raising \$3,000
  - Chaired fund distribution committee
  - Named “Best New Campaign” in 1995

## **Management & Training**

- As Executive Director of the Central Fairfax Chamber of Commerce, responsibilities include all aspects of Chamber management, including: marketing & communications, membership services, policies & procedures, and event planning.
  - Produces all communications from the Chamber to its members and the community. Channels include direct mail, email, social media, and broadcast media.
  - Serves and the “face” of the organization at public events and local government meetings.
  - Supervises all interns and volunteers.
  - Provides trainings to Board of Directors on a variety of subjects related to membership growth and retention.
  - Represents the Chamber at networking events to share the mission of the Chamber and grow the membership.
- As Development Manager at Britepaths (formerly Our Daily Bread):
  - Supervised one part-time Development Assistant and trained and supervised all interns from George Mason University’s Nonprofit Fellows Program as well as interns from Northern Virginia Community College’s Experiential Learning Program, and from Northern Virginia Family Service’s Training Futures Program.

# JENNIFER BECKWITH ROSE, MPA

- Provided trainings to members of staff and Board of Directors on a variety of subjects related to board engagement, corporate philanthropy, and fundraising.
- Provided public presentations to businesses, community groups, schools, etc. on the mission of Britepaths as well as the various ways to provide support to the organization.
- Participated in radio and television interviews to promote Britepaths.
- As Adjunct Faculty at George Mason University in the School of Integrative Studies, currently teach one course on the Nonprofit Sector:
  - Prepare and give lectures.
  - Facilitate discussions.
  - Conduct administrative tasks such as attendance, grading, etc.
  - Conduct research on various topics, in order to prepare lectures and assignments.
  - Nominated by students for the 2018 University Career Services “Career Connections Faculty Award”.
- As Seasonal Programs Manager at Britepaths:
  - Trained and supervised 75 volunteers on the use of new software.
  - Provided training and training material to more than 500 referring agents for newly implemented on-line referral system.
  - Provided public presentations to businesses, community groups, schools, etc. on the missions of Britepaths as well as the various ways to provide support to the organization.
  - Participated in radio and television interviews to promote Britepaths.
- As Community Giving Specialist at Northern Virginia Family Service:
  - Supervised and mentored the Volunteer Coordinator position at Northern Virginia Family Service (NVFS). Volunteer program at NVFS uses over 1,300 volunteers (over 38,000 hours) annually.
  - Worked with Volunteer Coordinator to strengthen volunteer program as well as build capacity for the use of volunteers to support agency’s work in the community.
  - Supervise and mentor student intern in summer. Intern’s primary role to conduct “Back to School” school supplies drive.
  - Provided public presentations to businesses, community groups, schools, etc. on the mission of Northern Virginia Family Service as well as ways the various ways to provide support to the agency. Presentations to groups from 5 – 200+
- Conducted the Secretaries and Treasurers training to over 65 Rotary Clubs for Rotary District 5520’s PETS (President-Elects, Treasurers, and Secretaries) training in 2006, 2007 & 2008. Presented to groups ranging in size from 30 – 200+
- As Membership Services Director at Heights Branch YMCA of Central New Mexico:
  - Supervised staff of 5 in membership.
  - Emphasized customer service as well as membership growth and retention.
  - Worked with all levels of staff to ensure membership satisfaction.
- Taught college-level Introduction to American Government and Introduction to Public Administration:
  - Prepared and gave lectures.
  - Facilitated discussions.
  - Conducted administrative tasks such as attendance, grading, holding office hours.
  - Conducted research on various topics, in order to prepare lectures and assignments.
- Served as Field Director in the Membership Department of the largest Girl Scout Council in the United States:
  - Oversaw Girl Scouting opportunities for nearly 3,000 girl and adult members.
  - Primary responsibility was to ensure recruitment and retention of girl and adult members.
  - Played a prominent role in volunteer management.
  - Conflict management, program development, community relations, and staff training were a part of the daily routine.
- Served multiple roles in the third largest mass transit system in Virginia:

# JENNIFER BECKWITH ROSE, MPA

- Supervised over 100 employees and the daily operations of 19 vehicles over a 19- hour service day.
- Investigated accidents and prepared reports.
- Investigated and responded to public complaints.
- Dispensed discipline.
- Developed and implemented operational procedures.
- Coordinated training program.

## RECENT VOLUNTEER EXPERIENCE

- 2009 – present **Rotary Club of Fairfax, VA:** Immediate Past-President; Served as Board Secretary 2010-2014; Editor of Club Bulletin; Fundraising Committee, including Past Fundraising Committee Chair; Graduate of the Rotary Leadership Institute. Recipient of the 2016 “Service Above Self” Award. Named the 2018 “Rotarian of the Year”.
- 2009 – 2018 **Westminster School:** Westminster School Parents Club: Past board positions include Parent Liaison, Information Resource Officer, Vice-President, President, and Immediate Past-President. Other Volunteer Work includes: Library Assistant; Consulting Work with Development Director and administration on a variety of development topics; Newsletter Publication and Other Graphic Design, Special Event Planning, Parents’ Play, Nominating Committee, Fun Lunch, School Store, Teacher Appreciation Lunch, Room Parent; Chair of Fundraising for 8<sup>th</sup> Grade Class Gift.
- 2015 – 2017 **Potomac River Skimmers, Inc.:** Consultant on establishing a new non-profit organization. Work included filing Articles of Incorporation, writing bylaws, conflict of interest policy, job descriptions, filing for 501 c 3 tax status with the IRS
- 2014 – 2016 **Sean Singletary’s Foundation:** Consultant on establishing a foundation. Topics of advice include establishing the foundation as a legal entity, marketing, fundraising, event planning
- 2004 – 2008 **Junior League of Albuquerque:** Received training in Parliamentary Procedure, Boardsmanship, Grant-Writing, Fundraising, & Community Awareness. Chaired several committees. Received the “Cheers for Chairs” Award in 2006

## EDUCATION

**M.P.A.** (Masters in Public Administration) – New Mexico State University; Las Cruces, NM. 2001

**B.A.**, Rhetoric & Communications Studies – University of Virginia; Charlottesville, VA. 1995

**Numerous Webinars and Workshops** on Non-Profit Management, Corporate Engagement, Donor Stewardship, Event Planning and Execution, Auctions, Raffles, Major Gifts, Planned Giving, Story-Telling, and Donor Retention.

*References Available Upon Request*