

KATHERINE EKLUND

Eklund Strategies LLC

(215) 431-7121 | katherine@eklundstrategies.com | Washington, D.C.

PROFESSIONAL EXPERIENCE

EKLUND STRATEGIES LLC (2022-Present)

Principal

Partner with nonprofits to advance their mission through effective strategy, fundraising, and communications. Clients range from local direct service organizations to large national policy organizations. Services have included:

- Creating fundraising, communications, and new program development strategies and implementation plans
- Helping organizations diversify and expand their revenue sources
- Providing strategic support to executive directors and organizational leadership
- Writing proposals and improving grants management

GENERATION HOPE (2019 –2022)

Director of Development and Communications

Fundraising and Communications:

- Designed, built, and led the organization’s first-ever Development and Communications Team
- Developed and led fundraising strategy and execution (foundation, corporate, individual, and government), growing annual revenue from \$1.3M (FY18) to \$2.7M (FY21)
 - When I left the organization six months into FY22, we had raised \$2.9M, which was:
 - More than the total year-end (12 months) revenue in FY21
 - More than 6X what the organization had raised six months into FY19 (when I started)
- Increased total foundation revenue from \$690K (FY18) to \$1.9M (FY21)
 - When I left the organization six months into FY22, we had raised \$2M from foundations
 - Grew from one multi-year funder (FY18) to eight multi-year funders (FY22)
- Raised over \$700,000 in seed funding for new programming in less than two years
- Created a 3-year revenue diversification strategy that was adopted by the Board of Directors
- Served as primary relationship manager for 100+ corporate, foundation, and individual donors
- Served as lead grant and proposal writer, including conceptualizing and writing proposals and reports for foundations, corporations, family foundations, and government grants
- Launched major gifts giving circles, resulting in 12 members in first three months
- Conceptualized and led fundraising appeals, growing from \$50K raised (FY18) to \$200K raised (FY21)
- Oversaw communications strategy and activities, including earned media, social media, and relationships with media, researchers, and thought leaders
- Hired and onboarded three team members, including two direct reports

Board Engagement:

- Engaged a 20-member board, including facilitating conversations at board meetings and working with them individually to identify and engage partners within their networks
- Served as staff liaison to the Development Committee of the board, which included working with board committee chair to set strategy for the committee, facilitate meetings, and engage members between meetings

Organization-Wide Strategy and Partnerships:

- Participated in formal strategic planning process, helped conceptualize and launch new program areas, supported organization’s national expansion, and contributed to program, operations, finance, and race equity strategies
- Identified opportunities to position CEO as a thought leader, including during the release of her book
- Built and enhanced systems to improve team and organization-wide project management, relationship management, efficiency, and collaboration
- Collaborated with finance team on budgets, financial statements, and compliance
- Partnered with program team to develop and launch a Corporate Advisory Council to inform our career readiness programming and engage new corporate funders

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THE ASPEN INSTITUTE (2015–2019)

Manager, Philanthropic Partnerships

2017-2019

Senior Associate, Philanthropic Partnerships and Campaigns

2017

Associate, Philanthropic Partnerships and Campaigns

2016

Development and Campaign Coordinator

2015

- Helped develop data-driven strategy and drive implementation for partner identification, research, outreach, donor engagement, and stewardship for annual fundraising portfolio
- Advised specific programs within the organization on their fundraising strategy and execution
- Conceptualized and wrote proposals, communications materials, and donor reports, including “ghostwriting” for senior leadership
- Provided strategic support for the Executive Vice President who led fundraising and managed the board
- Managed multiple projects with overlapping deadlines in collaboration with policy programs, external partners, CEO’s office, Salesforce database administrators, and communications, finance, and legal teams
- Built and managed system for measuring and reporting on goals and successes of team
- Managed portfolio of ~30 donors, and engaged other donors and board members at meetings and events
- Conducted prospect research and meeting preparation for Executive Vice President and Vice President
- Facilitated budget reporting and contract negotiation and compliance
- Managed relationships and built partner engagement strategy for projects related to youth development, education, race equity, workforce development, health, economic mobility, and more

DC CENTRAL KITCHEN (2011-2015)

Partnerships and Planning Coordinator

2013-2015

Executive and Research Assistant

2011-2013

- Provided management support to CEO, including executing special projects, managing relationships, serving as a liaison to the development team, preparing for meetings, and writing
- Represented the organization at events and coalition meetings related to topics such as sustainability, workforce development, criminal justice reform, healthy food access, and more
- Planned and executed board member engagement strategy, resulting in record-setting financial and programmatic support from board members and their networks
- Conceived and built young professionals advisory council that was adopted into the organization’s partner engagement strategy
- Built a system to report on program outcomes and quantify the organization’s economic impact in collaboration with program staff and external consultants
- Led trainings for other nonprofits interested in implementing elements of DC Central Kitchen’s work

EDUCATION

THE COLLEGE OF WILLIAM AND MARY

BA, Magna Cum Laude, Public Policy Major, Business Management Minor

Williamsburg, VA

OTHER EXPERIENCE

Selected Attendee, American Express Leadership Academy: Highly-selective training program that builds the personal, business, and leadership skills of emerging nonprofit leaders and social entrepreneurs (2019)

Selected Participant, Princeton Alumni Corps Emerging Leaders: Year-long program to help aspiring nonprofit and public sector leaders develop management skills and leadership competencies (2013-2014)

Vice Chair, Break Away Board of Directors: Coordinated strategic planning and fundraising initiatives, provided financial and budgetary oversight, and led hiring process for a new Executive Director (2012-2014)