

MEGAN E. CLEMENS

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KEY SKILLS & QUALIFICATIONS

- Community engagement
- Collaborative team leader
- Donor cultivation
- Fundraising campaign & event management
- Strategic planning & budgeting
- Business development & partnerships
- Exceptional writer & editor
- Project management
- Skilled public speaker
- Outstanding relationship building skills
- Proficient in virtual event management
- Experienced reorganization manager
- Positive, ambitious & efficient
- Self-starter & fast learner

PROFESSIONAL EXPERIENCE

The Leukemia & Lymphoma Society, Mid-America Chapter Shawnee Mission, Kansas

June 2006 - July 2020

Deputy Executive Director

July 2014 - July 2020

- Managed Mid-America Chapter's Kansas City and Wichita offices, reporting directly to Executive Director
 - Daily management of direct reports and oversight of team of 12 full-time campaign staff
 - Hired, onboarded and developed campaign staff
 - Collaborated with operations, human resources & administrative staff to ensure efficiencies
- Maintained overall chapter gross revenue of \$4M over six fiscal years, including two annual \$1M+ campaigns and three \$1M+ individual events (Black Tie Ball 2014, Light The Night Kansas City 2018 and 2019)
- Recruited and developed high-level volunteers, including board members, event chairs and leadership teams
- Identified and secured key community leaders and new opportunities for partnership across all campaigns
- Cultivated high level donors, volunteers and partners across all campaigns and chapter activities
- Served as liaison for staff to the Board of Trustees and fostered trustee involvement across campaigns
- Led strategic planning and budgeting processes; facilitated collaboration between Executive Director and staff
- Collaborated with national staff to ensure local implementation of national campaign standards and best practices
- Led unification of Mid-America and Kansas Chapters in 2014, in partnership with Executive Director
 - Partnered with local Board President to communicate change to board and volunteers
 - Responsible for restructuring of staff and implementing campaign standards
 - Streamlined office procedures, expenses and documented fiscal effects of all proposed changes

Development Director

June 2010 - July 2014

- Managed Mid-America Chapter's Kansas City and Southwest Missouri campaign staff
 - Responsible for hiring, onboarding and development of seven full-time and two part-time staff
- Continual year-over-year growth with an increase in chapter gross revenue of nearly \$314K over four fiscal years
- Implemented a streamlined reporting and tracking process across campaigns and offices
- Collaborated with campaign staff to secure high-level event chairs and engage active committee members
- Led campaign staff in strategic planning & budgeting processes for the chapter
- Responsible for Southwest Missouri market development and implementation of Man & Woman of the Year campaign
- Mentored Arizona Chapter in launching Man & Woman of the Year, including monthly visits over nine month period
- Participated in numerous LLS National Task Forces, including many focused on Light The Night exponential growth

Senior Campaign Manager, Man & Woman of the Year & Light The Night

March 2010 - June 2010

- Man & Woman of the Year, Kansas City
 - Spearheaded the first \$300K+ Man & Woman of the Year campaign in chapter history
 - Created non-candidate sponsorship portfolio, leading to \$10K increase of cash sponsorship and \$18K of in-kind opportunities
 - Maintained high profile and active recruitment committee with approximately 40 engaged campaign alumni
- Light The Night Walk Friends & Family Teams & Retail Partnerships, Kansas City
 - Responsible for friends & family team retention, recruitment and cultivation of 150+ teams
 - Increased participants by 1,230 walkers and increased revenue by \$83K over prior year
 - Responsible for recruitment and development of retail partners, revenue and partner growth over prior year
 - Responsible for hiring, training and management of part-time Friends & Family Team Manager
- LLS liaison for all third-party fundraising events, fostered year-over-year growth through annual events

Campaign Manager, Man & Woman of the Year & Light The Night**June 2006 - March 2010**

- Man & Woman of the Year, Kansas City
 - Responsible for all aspects of the campaign including fundraising, logistics and marketing
 - Met annual candidate recruitment goals through partnerships with event co-chairs and committee
 - Cultivated candidate and committee relationships for long-term, cross-campaign involvement with LLS
 - Increased Grand Finale event revenue by adding ballot boxes, averaging nearly \$18K over three years
- Light The Night Walk, Lawrence
 - Responsible for all aspects of Lawrence Walk including fundraising, logistics and marketing
 - Managed 50+ teams and \$16K sponsorship portfolio, both with annual year-over-year growth
 - Added local retail partnership program in 2008
 - Achieved revenue growth of 33% over four walk seasons
- LLS liaison for all third-party fundraising events, responsible for approximately \$25K annually

**Barkley
Kansas City, Missouri****January 2006 - June 2006****Public Relations Project Specialist**

- Managed media relations for Susan G. Komen Breast Cancer Foundation National Race for the Cure, attended by more than 45K supporters
- Implemented full media relations, including writing news releases and pitching stories to Washington, D.C. media
- Coordinated media interviews with survivors, grant recipients and Komen Foundation representatives
- Facilitated on-site media relations on Eve of Race and Race Day
- Promoted from Public Relations Internship Program (January - April); notable projects included media relations for Sonic and crisis plan development for Kansas City Zoo

**OneVoice Public Broadcast Network, Division of KCPT (PBS)
Kansas City, Missouri****January 2006 - March 2006****Advertising Administrative Assistant**

- Assisted sales managers and advertising executives with production of media kits and sales presentations
- Maintained master account list and files for three account executives and two sales managers

**Iowa State Daily
Ames, Iowa****December 2003 - December 2005****Public Relations Specialist**

- Responsible for planning and production of three annual special sections including recruiting writers, assigning stories, coordinating photography, design and editing
- Planned annual internal staff events and monthly all-staff meetings
- Promoted The Daily through campus and community events including Welcomefest and Stuff the Bus food drive
- Fall 2003: Editorial experience covering Arts and Entertainment beat; circulation of 14K

EDUCATION

**B.A. in Journalism & Mass Communication – Public Relations
Iowa State University****December 2005**

Designated Area of Concentration: Event Planning

Minor: Sociology

Internship Experience: Lands' End, Public Relations/Corporate Communications (Summer 2005)

Public Relations Student Society of America - PRSA Bateman Campaign Competition, Spring 2005

LEADERSHIP & ACTIVITIES

LLS leadership recognition: Emerging Leaders Program, 2017; Management Training Program, 2011
Networking & educational programming: Non-Profit Connect, Chamber of Commerce and Central Exchange
Volunteerism: Alzheimer's Association and Myasthenia Gravis Association
Iowa State Alumni Association, Kansas City
Delta Zeta Sorority - 2004 President, 2003 Vice President of Programming
Iowa State Student Alumni Leadership Council, 2003 Homecoming Central Committee - Special Event Coordinator