

Luis Herrera

DEVELOPMENT MANAGER

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SUMMARY

Development manager with 7 years in fundraising for Los Angeles arts and education nonprofits, now running a \$3.8M development program. Leads the annual fund, grant writing, events and donor stewardship, and manages Salesforce reporting for a team of 3. Applies project management and clear writing to every campaign and board report.

SKILLS

Other Skills: Fundraising, Annual Fund, Grant Writing, Donor Stewardship, Event Management, Salesforce, Project Management, Excel, PowerPoint, Writing

EXPERIENCE

Development Manager

08/2022 - Present

Eastside Music Academy

Los Angeles, CA

Music education nonprofit teaching 2,400 students at 18 school sites.

- Run a **\$3.8M** development program across annual fund, grants, events and sponsorships with a team of 3.
- Grow the annual fund from \$640K to \$910K through segmented appeals and a new monthly giving program.
- Write 20 grant proposals a year and secure \$1.3M from foundations and the county arts commission.
- Produce PowerPoint board reports and Salesforce dashboards on 6,000 donors every month for the executive director.

Development Coordinator

06/2019 - 07/2022

Pasadena Children's Theater

Pasadena, CA

Children's theater with a \$2.5M budget.

- Handled event management for 2 galas a year that raised \$480K combined, from vendors to seating charts.
- Moved 8,000 donor records to Salesforce and trained 6 staff members on gift entry and reporting.
- Built Excel gift reports for the board finance committee each quarter with year-over-year comparisons.
- Wrote donor stewardship letters and recognition listings for 1,500 donors in the season program.

EDUCATION

Bachelor of Arts

05/2019

California State University, Northridge

Northridge, CA

Music

CERTIFICATES

Certificate in Fundraising Management

06/2022

UCLA Extension