Karen Lindstrom

Director of Annual Giving

St. Louis, MO (314) 555-0119 karen.lindstrom@email.com linkedin.com/in/karenlindstrom

SUMMARY

Director of Annual Giving with 11 years in annual giving and fundraising at private colleges, leading a $6.5M annual fund with 21,000 donors. Directs direct mail, digital fundraising, phonathon and giving day programs, and pairs marketing and donor segmentation with tight project management. Manages 5 staff and a $700K budget.

SKILLS

- **Annual Giving**
- **Fundraising**
- **Direct Mail**
- **Digital Fundraising**
- **Donor Segmentation**
- **Marketing**
- **Project Management**
- **Excel**
- **Microsoft Office**
- **Writing**

EXPERIENCE

Director of Annual Giving

07/2021 - Present

Gateway Arch University

St. Louis, MO

Private university with 9,000 students and 85,000 alumni.

- Lead a **5**-person team and a $6.5M annual fund, growing dollars 28% since FY2021.
- Plan 12 direct mail and email appeals a year using donor segmentation by giving history and affinity.
- Launch a 36-hour giving day that raised $1.9M from 7,400 donors in 2025.
- Partner with marketing on digital fundraising ads, cutting cost per dollar raised from $0.31 to $0.19.

Associate Director of Annual Giving

06/2017 - 06/2021

Missouri Valley College of Arts

Kansas City, MO

Private arts college with 2,200 students.

- Ran a student phonathon of 40 callers that raised $420K a year.
- Grew young alumni participation from 9% to 14% with class challenges.
- Wrote and tracked 8 appeals a year in Microsoft Office and Excel.

Annual Giving Officer

06/2015 - 05/2017

Ozark Lutheran College

Springfield, MO

Private liberal arts college.

- Managed 500 leadership annual donors and renewed 82% each year.
- Coordinated 6 reunion class campaigns that raised $310K.
- Recruited 45 class agents who wrote peer appeals to classmates.

EDUCATION

Bachelor of Arts

Missouri State University

Marketing

Springfield, MO

05/2015

CERTIFICATES

Certified Fund Raising Executive (CFRE)

04/2020

CFRE International