

Jenny Trust, M.A., CFRE

[Contact](#) ❖ Baltimore, MD

EXPERIENCE

ACLU of Maryland

June 2019 – Present

Director of Development

Baltimore, MD

- Reporting to the Executive Director, supervised the Development team and responsible for the team's budget and strategy to support ACLU-MD's operations; worked closely with the Board Development Committee.
- Developed and executed annual and long-range development plans, focusing on personalized solicitation of \$10,000+ gifts, planned gifts, and foundation grants.
- Systemized the Development team's processes; instituted reporting mechanisms; developed department policies & procedures.

Maryland Public Television

Sept. 2016 – May 2019

Managing Director, Membership

Owings Mills, MD

- Reporting to the VP of Development, supervised the Membership team and responsible for the team's budget and strategy to support MPT's operations.
- Developed and executed annual Membership plans, centered around direct mail, telemarketing, tv & digital fundraising, and operations; lead point of contact for Development database migration.
- Utilized a multi-channel approach to grow the sustainer giving program; orchestrated the launch and management of MPT's first mid-level giving program.

Center for Hope (formerly Baltimore Child Abuse Center)

May 2013 – Sept. 2016

Director of Development

Baltimore, MD

- Reporting to the Executive Director, supervised the Development team and responsible for the team's budget and strategy to support BCAC's operations; worked closely with the Board of Directors and volunteer committees.
- Developed and executed annual and long-range Development & Communications plans, focusing on corporate support, foundation grants, and individual gifts.
- Initiated BCAC's annual gala and major giving campaign; devised and executed personalized solicitation strategies for both.

Planned Parenthood of Maryland

June 2009 – Nov. 2012

Associate Director of Development /Development Officer /Database Coordinator

Baltimore, MD

- Contributed to the Development team's strategy to support PPM's operations; worked closely with the Board of Directors and volunteer committees.
- Demonstrated skills in donor relations, writing, project planning, database administration, event management, and team leadership; recognized for performance with two promotions.

EDUCATION

Stevenson University

M.A., Community-Based Education & Leadership

Owings Mills, MD

University of Maryland, Baltimore County

B.A., American Studies / Minor, History

Baltimore, MD

CFRE International

Certified Fund Raising Executive

SOFTWARE & SKILLS

Apple products	Donor relations	Marketing & communications
Asana	DonorPerfect	Microsoft products
Basecamp	eTapestry	ResearchPoint
Board relations & management	Event planning & execution	Salesforce
Budget management	FileMaker Pro	Strategic planning
Candid. Foundation Directory	Fluxx	Tableau
Constant Contact	Grant writing & management	Team leadership & supervision
Corporate sponsorship	Looker	Volunteer management
Data analysis	Mailchimp	Wix
Digital fundraising	Major & planned giving	WordPress