

# LAURIE J. EARP/EARP EVENTS

## Curriculum Vitae

Laurie J. Earp has been fundraising for more than fourteen years. Her professional background spans the world of development from the non-profit to political arenas. She has been adept in both, and enjoys the diversity of the projects she takes on.

More than ten years ago, Laurie began her consulting business as a fundraiser working with non-profit and labor organizations throughout the country on their special event and fundraising needs. She has also been the finance director for several local and statewide campaign races and elected officeholders. The scope of Laurie's work on behalf of her clients includes:

- ✧ Identification, Targeting and Solicitation of Major Donors
- ✧ Development of Overall Fundraising Strategy and Mission Statement
- ✧ Development and Training of the Finance/Event Committee
- ✧ Working with and Providing Guidance to the Finance/Event Committee
- ✧ Realistic Goal Setting
- ✧ Development of Timeline
- ✧ Development and Execution of the Fundraising Plan
- ✧ Development and Execution of Direct Mail
- ✧ Event Coordination
- ✧ Development and Maintenance of Database

Laurie enjoys working closely with her client and the rest of her client's team. She understands that fundraising is not done in a vacuum, but needs to be an integral part of the organization's comprehensive development plan. To that end, Laurie identifies potential donors and as much as possible, she works to schedule one-on-one meetings between the donor and client, thereby allowing room for these relationships to become organic. Realizing the awkwardness often experienced by those asking for money, Laurie avails herself to the client for coaching.

It has been and remains the goal of Laurie and her staff to work to exceed goals set for each client. She has a successful record of increasing net income from 30% to more than 100% of clients' prior events. She enjoys the challenge of economic forces and will also solicit her wonderful resources for in-kind donations, which enhance the programs/events while relieving the working budget.

Laurie strives for diversity and expansion of her client's donor base, in order to successfully achieve her client's long- and short-term financial goals. After methodically achieving maximum contributions from the "natural" donor base, Laurie's creative approach to matching organizations with potential donors, has brought significant amounts of "new" participation into her clients' coffers. It is Laurie's belief that by broadening the donor base there will be new money that often makes the difference in achieving the goals set out.

Prior to opening her own consulting business, Laurie had worked for then-President pro Tempore Senator Bill Lockyer. She facilitated the development of new working relationships with various community and business leaders for the Senator. Through this work, Laurie established lasting relationships with many individuals and organizations who continue to assist her and her clients today.

Laurie's formal education includes a Master's Degree from Hebrew Union College, Los Angeles in the field of Jewish Communal Service. The coursework for this program included organizational development, team building and fundraising for non-profit organizations. She earned her Bachelor's Degree from UCLA in the field of Political Science with a Specialization in International Relations.

Laurie has also taken her role as a "Global Citizen" seriously and has devoted much time to extensive International and National travel, and sharing this privilege with her children. Her experiences include driving/living through most of the United States, living in Mexico for two years (where she established a successful import/export business) and living in Kenya where she built homes with Habitat for Humanity. Laurie speaks several languages and enjoys the opportunity this gift avails her.

Presently, Laurie is the Secretary of the Executive Board of the Jewish Federation of the Greater East Bay and is the Secretary of Tehiyah Day School. She is the co-chair of a 2-year Community Adult Leadership program. She is a member of the Alameda North Chapter of the NWPC, Emily's List, the Oakland Chamber of Commerce and the MGO Democratic Club. She puts her work to practice by supporting several civic organizations promoting a better world for her children, their peers, and future generations.

Laurie was profiled in Newsweek Magazine, May 2003. She was a faculty member for the Association of Fundraising Professionals' Fundraising Day 2003 in San Francisco, co-leading a workshop on "Special Events as a Part of your Annual Campaign." Laurie was cited in Nolo Press' recent publication on Fundraising by Ilona Bray. She enjoys leading workshops and trainings for boards and at conferences on fundraising, and led a workshop at Funder's Fair 2005 in Silicon Valley on Event Planning.

Laurie is married to Jonathan Earp and is the humble mother of Erin Rae Earp (11 years) and Dylan Earp (8, nearly 9 years.)