

# SUSAN P. DAVISON

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Website: [www.DavisonDevelopment.org](http://www.DavisonDevelopment.org)

## PROFESSIONAL SUMMARY

Demonstrated success in management, development and marketing for non-profit organizations with budgets ranging from \$2 million to \$40 million. Areas of expertise: strategic planning, succession planning, fundraising, marketing, grant writing and special events. Offering the strategic vision of a top executive, the imagination of a marketing professional, the drive of a sales champion, and the growth-oriented heart of an entrepreneur.

## EXPERIENCE

**Davison Development**, Naples, FL  
*Non-Profit Consultant*

April 2018 - Present  
Mar. 2005 - Mar. 2006

Offering consulting services to non-profit organizations, families and small businesses focused on identifying and implementing philanthropic strategies and re-energizing development programs. Client list includes: Berkshire Music School, American Heart Association, Girl Scouts of Connecticut, Legacy Theatre, Neighborhood Music School, The Marco Players and Freedom Waters Foundation.

**United Way of Greater New Haven**, New Haven, CT  
*Senior Director of Resource Development*

April 2017 - April 2018

Managed development operations for \$6.8 million regional United Way organization with responsibility for overseeing 175 workplace campaigns, major donor and planned giving programs, sponsorships and grants, and volunteer engagement, raising \$4 million annually. Promoted from Director of Leadership Giving. Reorganized development department and hired three new managers.

- Created clearly defined development plan with goals and strategies focused on stabilizing workplace campaign slide and reinvigorating major gifts program.
- Launched new planned giving and legacy program.
- Reorganized Development Committee and coordinated new Board stewardship program.
- Created plan for Second Century Campaign focused on organization's 100<sup>th</sup> Anniversary.

**Neighborhood Music School**, New Haven, CT  
*Director of Institutional Advancement*

Sept. 2014 - April 2017

Created and directed goals, strategic objectives and programs for income-producing areas of \$4.6 million top-ranked non-profit community arts school, including fundraising, marketing, communications, special events and community engagement. Supervised five-person team and worked with marketing and development consultants. Promoted to this newly created position in June, 2015 after serving as Interim Director of Development.

- Directed creation and launch of new organizational brand and image.
- Initiated new communications strategies using storytelling, video and social media.
- Launched new major gifts campaign and planned giving program.

**University of Connecticut Foundation, Inc.**, Storrs, CT  
*Director of Regional Giving Program*

Jan. 2011 - June 2014

Managed 17-region major gifts program for a top 20 public research university. Directed five-person team and worked closely with deans, faculty, and development staff to cultivate and solicit alumni around the country.

- Created new regional program strategic plan for presentation to University deans and leaders.
- Achieved highest number of personal visits in first year among all major gift officers.
- Initiated partnerships with Alumni Association and alumni chapters around the country.
- Selected by Foundation President to serve as interim development director for the School of Fine Arts.

**Hartford Stage Company, Hartford, CT**  
**Director of Development**

Mar. 2006 - Jan. 2011

Directed Tony Award-winning regional theatre company's development operations. Led 5-member staff to cultivate corporate sponsorships, secure foundation and government grants, manage annual fund and major gifts campaigns, and oversee special events, all of which generated \$3 million in annual revenues.

- Organized restructuring and expansion of development operations resulting in growth of annual fund by 15%, corporate sponsorships by 20%, and special events revenue by 30% over a four-year period.
- Staff liaison for the theatre's "Act Now for the Future" Campaign which raised \$11 million in government, corporate and individual support for capital improvements and endowment enrichment.
- Directed two major gifts programs generating over \$600,000 in annual revenues.
- Created and launched 100-member Springboard young professionals group.
- Oversaw fundraising events including most successful Gala in theatre's history, netting \$350,000.

**University of Hartford, Hartt School, Hartford, CT**

Sept. 2009 - June 2011

Adjunct Professor, Fundraising (required course for performing arts & music management majors)

**Springfield Library & Museums Association, Springfield, MA**  
**Vice President of Marketing & Development**

Sept. 1999 - Feb. 2005

Directed development, marketing and retail operations for multi-disciplinary \$13 million cultural institution comprised of four museums, the Dr. Seuss National Memorial Sculpture Garden and the City Library system. Led 18-member staff, raising \$2 million annually in contributed and earned income.

- Spearheaded fundraising, marketing, public relations, admissions and retail operations.
- Created and implemented Association's annual and long range strategic plans. Served as principal staff liaison with strategic planning committee.
- Planned and directed grand opening of the Dr. Seuss National Memorial Sculpture Garden; implemented a national publicity campaign; organized events and programs for 15,000 visitors; negotiated trademark and license agreements with Dr. Seuss Enterprises.

**Springfield Symphony Orchestra, Springfield, MA**  
**Executive Director**  
**Development Director**

June 1993 - May 1998

Mar. 1991 - May 1993

Directed administrative, development, marketing, educational, financial and strategic planning activities for \$1.5 million professional orchestra. Launched organizational restructuring and financial turnaround resulting in elimination of \$300,000 deficit and return to profitability for the first time in 10 years.

- Executed successful completion of \$1.6 million "Plan for Permanence" Endowment Campaign.
- Successfully negotiated two union contracts with Orchestra Committee and Labor Relations Committee.
- Cultivated and solicited planned gifts resulting in bequests of \$1 million and \$3 million respectively.
- Doubled corporate sponsorship revenue from \$150,000 to \$300,000 in five years.

## EDUCATION

**Middlebury College, Middlebury, VT**  
 Bachelor of Arts, English  
 Graduated Cum Laude with Departmental Honors.