

## SARAH A. LAGGOS



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A seasoned, mission-driven, higher education advancement leader with fifteen years of experience in university and college fundraising and alumni relations, with expertise in developing and growing donor, community, and constituent relationships. Outstanding communicator with strong interpersonal skills who has built positive, trusted relationships across campus to effectively collaborate and lead others. A passionate advocate for underserved populations, specifically focused on making higher education affordable and accessible for all.

### **Santa Rosa Junior College Foundation, Santa Rosa, CA**

June 2012 – present

#### *Director of Philanthropy*

- Established a record of successful fundraising through corporate relations, major gifts, grants, and planned giving by identifying prospects, cultivating relationships, soliciting, and stewarding donors.
- Develop communication strategies for donor and prospect outreach, case statements, donor recognition, and stewardship.
- Support the design and execution of appeals and campaigns for College fundraising priorities, including President's Circle, that increase private giving from alumni, individuals, corporations, foundations and other organizations.
- Engage donors and prospects around gift opportunities that align their interests with Foundation/College priorities and ensure a consistent message and a clear approach to sharing their story of impact.
- Ensure a thorough and well-organized prospect and donor management system that supports accurate and appropriate record keeping and communication and ensures personal acknowledgment of gifts and pledges.
- Support the development and cultivation of a Culture of Philanthropy within internal and external constituencies including College employees, volunteers, community members, prospects, and donors.
- Work collaboratively with the Foundation Board of Directors by involving them in the execution of the fundraising plan.
- Recruit, hire, develop, supervise, coach and evaluate team members and create a supportive, goal-oriented and productive work culture based on the organizational values.
- Build strong relationships with internal college constituents and external community members utilizing excellent interpersonal and communication skills to earn their confidence, respect, and trust.
- Advanced knowledge and aptitude in Raiser's Edge, Greater Giving, and Escape to track and analyze donor and financial records.

### **DePaul University, Chicago, IL**

June 2005 – June 2012

#### *Associate Director/Manager of Corporate Relations*

#### *Business and Events Manager*

#### *Events Manager*

- Identified, cultivated, solicited, and stewarded strong relationships at the senior management level with over 25 Fortune 500 companies to generate over \$6 million in gifts over seven years.
  - Consistently secured five and six figure gifts for unrestricted operating needs averaging \$600,000 annually.
  - Developed and implemented engagement and stewardship models for managing donors.
- Created and designed all marketing and communications including annual reports, internal and external advertising, social media, quarterly newsletters, and websites. Developed messaging strategy, identified marketing channels, and evaluated success.
- Developed, managed, and audited an annual operating budget of \$1.5 million through monthly accounting, budget management, and financial forecasting.
- Strong interpersonal, relationship and supervisory skills with an ability to work effectively with a wide range of constituencies in a diverse community.
  - Built and maintained strong, positive relationships with the Board of Directors.

- Developed and executed an annual strategic plan, including goals and objectives, and analyzed and presented the annual report to the Board of Directors.
- Managed 10+ employees over seven years by creating new opportunities to professionally develop staff.
- Advised over 200 students and alumni per year on career and job search skills.
- Collaborated with and supported over nine hundred alumni, fifteen faculty, and seven hundred students in all department operations annually.
- Coordinated over 15 annual donor and student events through marketing, logistics, and site accommodations.
- Advanced knowledge and expertise with Salesforce.com for donor and constituent tracking and reporting.

#### *Adjunct Faculty*

January 2008 – December 2011

Taught 60 students per quarter essential communication skills needed for leadership success in the Effective Business Communication course. Taught 30 students per year how to design a sales and marketing plan for a local nonprofit in the Sales for Social Impact course. Winner: 2009 Outstanding Adjunct Faculty Member of the Year.

#### **VOLUNTEER EXPERIENCE**

##### **Sid Feldman Legacy Fund Scholarship, Co-Founder and Co-Director**

September 2009 – present

Raise over \$90,000 annually through individual and small business donations for a scholarship fund for underserved students in Chicago to attend college.

##### **Santa Rosa Library Advisory Board, Chair**

December 2017 – present

Provide information and make recommendations to the Sonoma County Library Commission and the Library Director on matters affecting library service and serve as a liaison to the community.

##### **Mike McGuire for State Senate, Volunteer**

January 2012 – present

Collaborate with staff to execute constituent events and participate in phone banking, signature gathering, and voter outreach campaigns.

##### **Impact 100 Redwood Circle, Member, Grants Committee**

January 2015 – December 2016

Established the grant criteria for the inaugural Impact Grant and identified concise and clearly articulated processes to support the call for applications from nonprofit agencies.

#### **EDUCATION**

**Master of Science:** Management, Public Service

**DePaul University, Chicago, IL**

Master's Thesis: *Giving at the Beginning: Institutionalizing Philanthropy Into A Corporation's Culture*

**Bachelor of Arts:** Psychology

**DePaul University, Chicago, IL**