

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, designs and implements comprehensive fundraising strategies, encompassing major gifts of \$10,000+, planned gifts, and foundation grants.
- Secures over \$1.3 million in unrestricted revenue and \$650,000+ in restricted program revenue, annually; increased donor outreach by 35% from 2023 to 2024.
- Manages individual and foundation portfolios, including oversight of the Executive Director's top-tier donor relationships, ensuring cultivation, solicitation, and stewardship success.
- Leads a Development team while fostering professional growth and aligning departmental efforts with organizational goals.
- Institutes department policies and procedures, reporting mechanisms, and supervises Salesforce operations, maintaining high standards of data integrity and system hygiene.
- Integrates racial equity goals into Development strategies, addressing systemic inequities and embedding anti-racist practices in philanthropy efforts.
- Partners closely with Communications and Finance teams to integrate giving strategies into marketing and ensure alignment of budgets with organizational priorities.
- Partners with board members to cultivate a culture of philanthropy, providing guidance and support for their Development efforts.

Maryland Public Television

Sept. 2016 – May 2019

Managing Director, Membership

Owings Mills, MD

- Reporting to the Vice President of Development, managed an annual fundraising budget encompassing MPT's membership strategy, sustainer program, and mid-level giving programs to generate over \$2.5 million in net revenue.
- Directed multi-channel acquisition and retention campaigns, including mail, telemarketing, and online strategies, increasing mid-level donor contributions by \$300,000 through the launch of a targeted giving program.
- Supervised and developed a full-time team of seven, overseeing database administration, gift processing, vehicle donation program, and member services.
- Analyzed donor and campaign data to refine strategies and optimize fundraising performance.
- Served as lead point of contact for a successful Salesforce database migration.

Center for Hope (formerly Baltimore Child Abuse Center)

May 2013 – Sept. 2016

Director of Development

Baltimore, MD

- Reporting to the Executive Director, developed and implemented comprehensive annual Development plans, aligning revenue goals with budgets and defining staff and board roles to achieve targets.
- Raised \$1.4 million over three years in unrestricted revenue through the implementation of BCAC's annual fund strategy.
- Launched BCAC's first major gifts initiative, projected to secure \$1.25 million in individual philanthropic contributions.
- Planned and executed the annual "Be A Hero" fundraising gala, achieving sell-out attendance of 700+

guests and grossing over \$800,000 in its first three years.

- Partnered with board members to lead event-planning committees for the gala and other donor engagement events.
- Enhanced donor outreach by integrating social media campaigns, launching a new website, hosting stakeholder conference calls, and producing monthly e-newsletters and bi-annual newsletters to grow and engage donor audiences.
- Managed the design and production of event collateral, invitations, and marketing materials.
- Strengthened media relations by managing press outreach and developing strategies to amplify organizational visibility.
- Supervised a team of four, including interns, fostering professional growth and ensuring alignment with organizational priorities.
- Partnered with board leadership on the Partners in Giving Campaign, maintaining strong relationships with board executives and providing regular updates on fundraising progress.
- Led the successful migration to the eTapestry database, ensuring seamless implementation and improved donor data management.

Planned Parenthood of Maryland

June 2009 – Nov. 2012

*Associate Director of Development /Development Officer /Database Coordinator
Baltimore, MD*

- Cultivated relationships with mid-level and major donors, corporate sponsors, and elected officials, securing support and fostering long-term partnerships.
- Supervised and mentored one Development team member and interns, furthering a collaborative and high-performing team environment.
- Enhanced board engagement and fundraising participation through the Partners in Giving Campaign and developed “Development 101” board orientation presentations.
- Planned and executed eight fundraising events, including an annual gala, overseeing budgets, volunteer coordination, and marketing efforts.
- Managed the design and production of event collateral, invitations, and marketing materials, maintaining cohesive branding and increasing online engagement through social media and event web pages.
- Coordinated media relations, securing local press coverage to boost visibility and event attendance.
- Ensured integrity and accuracy of the donor database, processed donations, created targeted mailing lists, and maintained up-to-date donor profiles.
- Participated in national accreditation processes and quality improvement initiatives, ensuring compliance and enhancing program standards.
- Managed annual registrations with regulatory agencies and federated campaign participation.

EDUCATION

Stevenson University
Owings Mills, MD

M.A., Community-Based Education & Leadership

University of Maryland, Baltimore County
Baltimore, MD

B.A., American Studies / Minor, History

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