

# ALICE MAGELSSSEN-GREEN

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## **EXPERIENCE:**

### **Associate Director, Watershed Lit: Center for Literary Engagement and Publishing Practice, July 2021–current**

- As senior leader of literary center, oversees all fundraising, marketing, administration, and strategy to move the collective of five literary arts organizations forward in their missions to create transformational experiences in the literary arts for the public
- Secured literary center's first six-figure gift
- Increased donations from annual fund donors by 10%
- Identified over 100 donor prospects through research and utilization of Mason's donor database CRM
- Created strategies for engaging donor prospects through special events, personal visits, and increased communications successfully increasing major gifts
- Recruited 8 new board members and oversaw revision of by-laws for twenty-year nonprofit organization *Poetry Daily*
- Executed organization's first crowd-funding campaign to increase a program's donations by 30%
- Increased social media followers by 150%
- Created comprehensive marketing campaign for Watershed Lit including revamping the website to feature more dynamic content, increasing internal Mason media coverage, and instituting Watershed Lit newsletter
- Revamped organization's Graduate Professional Assistant program to increase professionalism providing more professional development opportunities for students and increased performance goal achievement by student workers
- Created rubric for evaluation of Program Directors that led to increase in grant proposals submitted, pitches to external media, and better documentation of program evaluation metrics
- Created and managed the budget for Watershed Lit, including mentoring program directors' through their first-time creation of program budgets

### **Assistant Director of Development, College of Visual and Performing Arts, May 2021–June 2021**

### **Advancement Coordinator, College of Visual and Performing Arts, August 2016–May 2021,**

### **George Mason University**

- Oversees fundraising for Schools of Theater, Music, and Dance raising over \$250,000 a year and contributes as part of the College of Visual and Performing Arts's development team to raise over \$3.1 million annually
- Works with faculty and senior fundraising staff to prospect, cultivate, solicit, and steward major gifts from \$5,000 to \$100,000
- Manages three different boards consisting of faculty leadership and community volunteers
- Plans and oversees over 20 special events a year including small musicales for 15 people, the School of Dance's 200+ guest gala, and high profile stewardship events recognizing donors for seven figure gifts

- Creates and updates budgets for major events and works with faculty, board leadership, and CVPA finance team to track fundraising income, scholarship expenses, and Friends group expenses
- Plans audience engagement initiatives and serves as liaison on Audience Experience Team collaborating about patrons experiences of the arts at Mason
- Manages donor membership groups The Friends of Theater at Mason and Friends of Music at Mason raising over \$90,000 a year from donors below the \$2,000 level
- Coordinates with CVPA facilities, finance, production, marketing and operations staff to manage donor events and promote student work to current and potential supporters

**Theater J Development Manager, October 2015—August 2016**

**Theater J Development Associate, December 2012—October 2015**

**Washington DC Jewish Community Center**

- Raised over \$600,000 annually including foundations, government funders, and philanthropists, including six-figure gifts from foundations, government funders, and philanthropists
- Participated in season planning and budget building each year with Theater J executive leadership and staff
- Worked with Theater J Advisory Council and staff leadership to prospect, cultivate and solicit new funders as well as plan annual Theater J Benefit
- Oversaw solicitation process of portfolio of 40+ large and midsize individual donors from initial prospecting, cultivation to solicitation
- Managed all Theater J solicitation e-appeals and mailings, including crafting of appeals, creation of materials and management of mailing list
- Planned 7 to 10 special events annually through coordinating logistics, communication with vendors, soliciting in-kind donations, tracking of RSVPS, and assisting with events on-site
- Managed all Theater J grant writing through prospecting funders; drafting proposals of support, letters of inquiry, and reports to potential and existing funders; tracking of deadlines; and liaising between Theater J program staff, JCC development staff and hired contractors

**Administrative and Development Assistant, July 2012---December 2012**

**Administrative Assistant, November 2009—July 2012**

**Chicago Arts Partnerships in Education (CAPE)**

- Cultivated CAPE's online marketing through designing and sending out e-blasts, updating CAPE website and maintaining CAPE's social media presence through Facebook
- Identified potential corporate and foundation funders for sources of general operating support, event sponsorships and program funding
- Created proposals of support, letters of inquiry, and reports to potential and existing funders
- Maintained grant calendar and schedule of deadlines
- Managed and maintained donor and marketing database of over 2,000 records, generating fundraising reports as well as processing gift acknowledgements
- Supported events through coordination of logistics, soliciting in-kind donations, event marketing, tracking of RSVPS, and assisting with events on-site
- Created processes for donor acknowledgement, gift tracking, and donor prospect research tracking through new database system
- Provided general office support including processing payroll of over 100 teaching artists and teachers, serving as general receptionist, scheduling board committee meetings,

taking minutes making transportation and catering arrangements, and communicating with vendors

**Administrative Intern, September 2009—May 2010**

**A Red Orchid Theatre, Chicago, IL**

- Designed and created fundraising appeals and e-blasts marketing shows and events
- Served as on staff grant writer, writing grants and grant reports for 2009-2010 seasons, researching funding opportunities, maintaining calendar of deadlines and creating database of potential funders

**EDUCATION**

George Mason University  
M.A. in Arts Management  
May 2022

The University of Chicago  
BA in English with Honors  
June 2009  
Dean's List 2006-2009

**SKILLS**

Experience with DonorPerfect, Salesforce, Advance, 25Live, Constant Contact, MailChimp, Anthology, Efinestri, Excel, Salesforce and Microsoft Publishing; proficient in Spanish