

JACK HOOPES

e-mail: cairnconsulting@lbtdsl.com

Golden, Colorado 80401

Summary

Focused, results-generating non-profit manager with demonstrated competencies in strategic planning, grant making, program administration, fund-raising, communications management, event production, community outreach, and advocacy

Qualifications

Management

- Expert researcher and strategic planner designing grant making, fund-raising and program development initiatives that advance organizational goals
- Experienced volunteer coordinator drawing on knowledge and expertise in motivating and managing diverse functions and staffs as a human resources manager in the private sector
- Proficient in budgeting and performance assessment; Solid track record of on-or-under-budget performance on campaigns valued from \$50,000 to \$2.8 million

Fundraising/Development

- Served as principal or contributing author of grant applications and new business proposals generating more than \$2.2 billion in revenue
- Served on capital campaign raising \$1.6 million for economic education facility
- Experienced in prospective donor identification, cultivation, and solicitation
- Proficient in developing and applying contact databases used to track benefactors and prospective donors
- Conducted legislative and policy advocacy initiatives supporting program development
- Developed and implemented cause marketing initiatives to complement outreach

Communications Management

- Coordinated dozens of information and outreach campaigns applying staff and volunteer resources to extend message delivery and motivate support
- Expert special events producer, including "Try It" receptions, recognition ceremonies, trade shows, and news conferences
- Experienced news media spokesperson, executive speechwriter, and public speaker; accomplished journalist-in-residence attracting news media to targeted stories
- Organizational liaison with strategic constituencies, including elected officials, educators, chambers of commerce, and civic organizations
- Conducted award-winning "Envoy Program" organizing volunteer ambassadors to strategic constituencies and promoting program support by community leaders

Marketing Communication

- Led execution of marketing plans implementing wide-ranging tactics, including traditional and web-based media, direct mail, event production, publications, and community outreach
- Developed and executed advertising campaigns from launch through post-campaign evaluation to establish program identity and win stakeholder loyalty
- Authored and edited hundreds of news releases, magazine articles, fact sheets, video scripts, and other publications
- Produced dozens of annual reports, videotapes, and multimedia presentations targeting prospective donors and investors
- Directed Web and graphics design teams in creating consistent "look, touch, feel" for all program publications

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Telephone (303) 249-9103

Employment

Cairn Consulting, Golden, CO

Principal, 2007-present

- Provides strategic planning, negotiation, program development, communications management, and fund-raising services for 501(c)3 organizations
- Serves as Development Consultant to the Institute for Environmental Solutions, a Denver-based non-profit addressing complex environmental challenges

American Animal Hospital Association, Lakewood, CO

Foundation Manager, 2004 - 2007

- Directed program development and operations for Foundation designed to improve the lives of pets

Denver Regional Council of Governments, Denver, Colorado

Director, Membership Services & Community Outreach, 2000 - 2003

- Recruited and retained members for 501(c)3 organization
- Developed, marketed, and delivered membership services for local governments in the Denver metropolitan area
- Conducted outreach to constituencies affected by council programs

Kaiser-Hill Company, L.L.C., Golden, Colorado

Division Manager, Communication, 1996 – 2000

- Directed media relations, employee communications, and community outreach programs on \$7 billion Rocky Flats Closure Project

Jacobs Engineering Group Inc., Albuquerque, New Mexico, and Cincinnati, Ohio

Director, Corporate Communication, 1996

- Executed integrated marketing communication campaigns; Managed corporate strategic philanthropy programs

Director, Public Affairs, 1992 – 1996

- Directed media relations, employee communication, stakeholder relations, and government affairs programs on a major federal environmental cleanup project

Manager, Business Development, 1991 – 1992

- Architected aggressive growth strategy for regional office of major international engineering company; Planned and executed cause marketing initiatives to complement new business development activities

Manager, Public Information, 1986 – 1991

- Developed and implemented community outreach programs in 22 communities across 10 states

Education

M.S., Communications Management, Newhouse School of Public Communications,
Syracuse University, Syracuse, NY

B.S., University of Arizona, Tucson, AZ

B.A., Colby College, Waterville, ME

Accredited Public Relations (APR) Practitioner, Public Relations Society of America, New York
CRFE Candidate, Association of Fundraising Professionals, New York