

PAMELA BABB, MPA

pamelarbabb@gmail.com • www.linkedin.com/in/pamelababbmpa • 917-576-5610

MANAGEMENT CONSULTANT • EXECUTIVE DIRECTOR • DEVELOPMENT DIRECTOR

Strategic Planning & Execution | Organizational Development |
Fundraising | Board Recruitment & Training

Creative visionary with over 20 years of experience as building fundraising, development, and marketing infrastructures for organizations spanning Arts, Community Development, Education, Human Services, and Health Services sectors. Synergistic thinker able to diversify revenue sources in alignment with organizational strategic plans. Resourceful problem solver with pioneering spirit and demonstrated success achieving fundraising goals.

CAREER HIGHLIGHTS

- Raised \$75M+ for Arts, Health, and Social Service organizations. Developed marketing and fundraising campaigns for North Brooklyn YMCA and YMCA of Greater NY raising \$15 million by increasing board, individual, foundation, and corporate giving for four YMCA branches.
- Raised \$56M in annual and capital funds over 5-years for the Mount Hope Housing Company. Secured organization 6 & 7 figure major gifts while building the organization's Development and Communications department, culture, and brand.
- Founding member of Arts Advocacy Group – Harlem Arts Cultural Initiative and South Bronx Grant Program via CITGO Corporation.

PROFESSIONAL EXPERIENCE

Espirit Consulting, New York, NY

2012 – Present

Principal Change Agent Consultant

Consulting firm inspiring healthier nonprofits by creating synergistic strategies in development, marketing, strategic planning and operations management within the New York metropolitan area.

- Provide fundraising, strategic relationship building, integrated marketing, and brand visibility consulting services for African Services Committee, (80% government funded) by:
 - Building individual giving infrastructure data base to retain current and acquire new donors; and develop fundraising goal for individual giving

- Analyze donor acquisition strategies (online/website appeals, crowdfunding, direct mail/e-mail, media, special events, corporate and foundation relationships)
- Work with fundraising committees, board officers and co-executive directors to stimulate and enhance board giving and future individual giving for ASC
- Secured corporate/foundation and local business/vendor support for general operational support -- \$300K (\$25,000 per month) from the AIDS Healthcare Fund
- Acquired \$50K in government funding for South Nassau Community Hospital and \$50K in foundation and corporate support for Bronx AIDS Services within first five months consulting
- Led fundraising, marketing, and strategic planning capacity advisement for MBD Community Development Housing Corporation, American Center for Musical Arts, and Harlem Opera Theatre

North Brooklyn YMCA, Brooklyn, NY

2013 – 2017

Director of Sales & Engagement

Nonprofit serving Cypress Hills, East New York, and Brooklyn generating \$1.7M in sales.

- Led team of 16 sales & engagement staff members
- Secured 48% of branch budget (\$3.7M) and 10% annual fund goal of \$70,000 for “Members as Donors” and Board giving campaigns of North Brooklyn’s Annual Giving for three years
- Planned, implemented, and analyzed integrated marketing, communications, and category management initiatives using engagement tools including social media marketing, media relations, and communication technologies
- Implemented robust communication strategies and project management processes to ensure smooth membership operations and minimize risks to the branch
- Analyzed customer acquisition cost, media spend, financial forecasts, marketing trends, financial operating expenditures, and ROI

Boom Health (formerly Bronx AIDs Services), Bronx, NY

2011 – 2012

Director of Development / Consultant

Health services provider serving the Bronx with \$10M in government funding.

- Developed strategic fundraising plans and analyzed / optimized fundraising operations via data analysis
- Secured \$100K (300% increase) in foundation and corporate giving via strategic relationship building and grant-writing
- Built sustainable partnerships with community organizations, academic education centers, government agencies, and foundations to develop and deliver innovative programs that increased organizational visibility
- Built sustainable partnerships with community organizations, academic education centers, government agencies, and foundations to develop and deliver innovative programs that increased organizational visibility
- Developed social media policy and worked with staff to develop website audit. planned and implemented robust marketing, public relations, and social media driving brand awareness and community penetration and recognition
- Increased board giving and develop a board recruitment plan

Children's Arts Carnival, New York, NY

2010 – 2011

Executive Director

Nationally recognized arts organization providing arts education to young people, ages 4-21.

- Managed two direct reports, six teaching artists, and ten volunteers with \$500K budget
- Served as creative entrepreneurial leader in collaboration with Board of Directors
- Secured \$20K in new arts funding from foundations despite decreased arts funding
- Reengineered financial budgeting and forecasting process to stabilize organization

Mount Hope Housing Company, Bronx, NY

2004 – 2010

Vice President of Development & Communications

\$10M provider of affordable housing, assets, financial, and youth development services.

- Secured \$6M in annual, major gifts funding from foundations, corporations, and individuals. Increased donor base from 250 to 1,500 over six-years
- Obtained new market tax credits and \$50M for Mount Hope Housing Community Center
- Improved organizational effectiveness by creating fundraising and marketing strategies and directed initiatives with Mount Hope program departments
- Increased Mount Hope's readiness level for fund development including developing board recruitment and training to increase agency capacity
- Directed six team members in creating strategies and developing board recruitment and training initiatives

YMCA of Greater NY, New York, NY

2001 - 2004

Associate Director of Capital Campaigns

Regional community service organization serving the five boroughs of NYC.

- Secured \$15M of funding for four YMCA of Greater New York branches
- Managed 200 major donors and prospects per branch consisting of individuals, corporations, foundations, and the government
- Spearheaded major events with 250+ in attendance raising \$100,000 from individuals and corporate sponsorships while enhancing organizational visibility

EDUCATION / CREDENTIALS

Master of Public Administration, Arts Administration, Columbia University, New York, NY

Bachelor of Arts, Music, Hampton University, Hampton, VA

Data-Driven Analysis Marketing Certificate, Cornell University, Ithaca, NY

Executive Director Leadership Training, Arts Marketing, Fordham University, New York, NY