

Keturi DeLong Beatty

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SUMMARY OF SKILLS & EXPERIENCE

- Ten years of experience identifying, qualifying, cultivating, soliciting, and stewarding prospects for major, planned and annual gifts
- Extensive experience and proven success with volunteer and board management
- Conversational Spanish competency

EMPLOYMENT HISTORY

University of North Texas, Denton TX

Senior Director of Development, College of Education

1/2014 – present

Major Achievements

- Generated \$1.3 million increase in new major gifts in first 7 months in role as part of \$210 million campaign
- Redesigned major gift solicitation strategy, refocused College Development Board and implemented peer solicitation
- Integrated communications, alumni, marketing, events and strategies to support college and campaign goals
- Achieved recognition as the only director to exceed all goals and metrics
- Launched faculty giving initiative and achieved highest participation across the University

Primary Responsibilities

- Manage robust portfolio of 125 major gift prospects closing \$2 million annually
- Supervise a team of three employees; oversee the college alumni relations and marketing; manage the development budget
- Partner with colleagues, faculty, alumni relations, donor relations, advancement services, and communications to solicit blended asks for multi-disciplinary objectives

The Hockaday School, Dallas, TX

Director of Stewardship, Major Gifts and Planned Giving

1/2013 – 1/2014

Major Achievements

- Successfully solicited and stewarded major donors for \$100 million centennial campaign
- Redesigned acknowledgement process

Primary Responsibilities

- Supervised, hired and trained a team of 4 employees and managed 2 budgets
- Refocused strategy for planned giving society and campaign stewardship

Director of Annual Giving

5/2010 – 12/2012

Major Achievements

- Sustained 20% increase in alumnae dollars raised and 17% in participation 2009-2012
- Expanded 300% increase in \$50,000+ Annual Fund gifts in 2012
- Gained 200% increase in international Annual Fund gifts in 2010
- Achieved 99.6% parent participation in Annual Fund

Primary Responsibilities

- Oversaw strategy, solicitation, and stewardship of \$2.3 million Annual Fund
- Managed more than 200 annual giving, planned giving, and campaign volunteers

The Lamplighter School, Dallas, TX

Advancement Assistant

8/2009 – 5/2010

- Conducted prospect research, prepared letters of intent and campaign materials for personal visits, planned donor events, processed gifts, and prepared mailings

The Hockaday School, Dallas, TX

Public Speaking and Study Skills Teacher & Dorm Mom
Upper School Admission Officer and Boarding Recruiter

6/2008 – 8/2009

7/2005 – 8/2007

Major Accomplishments

- Generated a 30% increase in Upper School Student Applications
- Increased inquiry to applicant percentage from 27% to 47%

Primary Responsibilities

- Customized international and national recruitment & marketing strategies
- Interviewed more than 130 applicants worldwide on an annual basis

The University of North Texas, Denton, TX

Instructor & Assistant Basic Course Director

8/2007 – 7/2009

EDUCATION

M.A., Communication Studies, Summa Cum Laude, University of North Texas, 2009

B.A., Communication Studies/Spanish, Cum Laude University of North Carolina Wilmington, 2005

AWARDS & SERVICE**Advancement**

CASE IV Board of Directors, Director for District Awards	2015 – present
Advisory Board, Oak Hill Academy, Dallas TX	2016 – present
Board of Governors, St. Timothy's School, Stevenson MD	2014 – present
Annual Giving Track Chair, CASE IV	2015
Judging Coordinator, CASE IV Accolades	2014 & 2015
Annual Giving Network Webinar Faculty	2014
Faculty, CASE Conference for Senior Annual Giving Professionals	2013
Stellar Speaker Award Recipient (CASE IV, CASE NAIS, SAGP)	2012 – 2015
Independent Schools Track Chair, CASE Invincible Conference	2013
CASE IV Silver Award, Best Fundraising Video	2013
CASE IV Gold Award, Best Fundraising Video	2012

University of North Texas

Outstanding Graduate Student in Communication Studies Award	2009
Master's Fellowship & University Scholarship	2007 – 2009
Top Graduate Paper	2007 – 2008