

# JOAN WOOD



**FUNDRAISER.  
TRAINER.  
COACH.**

## CONTACT

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## EXPERTISE

### ASSESSMENTS & PLANNING

- Development Program Review
- Action Plans

### COACHING & TRAINING

- Staff Development
- Board Development

### STRATEGY & TACTICS

- Annual Fund Strategy
- Events
- Board Engagement
- Major Gifts

## PROFESSIONAL PROFILE

Joan Geiger Wood is a Certified Fundraising Executive with extensive experience developing and implementing successful fundraising programs, having raised over \$115 million for more than 50 non-profit organizations during a 30+ year career. She specializes in building individual and corporate giving programs, coaching and training in fundraising best practices.

## WORK EXPERIENCE

### Joan Wood & Company, LLC

*Managing Director*

*Jan 2012 – Present*

Fundraising consulting agency helping organizations meet their immediate funding needs while building a high-performance fundraising program and sustainable funding strategy. Specializing in development assessments, development staff coaching and fundraising training.

- Fundraising strategy, planning and execution coaching
- Executive coaching and staff guidance
- Board development & engagement
- Group & individual development training
- Annual fund development, oversight and program assessment

### Children's Law Center

*Development Director*

*Sept 2008 – June 2011*

Increased profile of *Helping Children Soar* Benefit – setting up org to increase from raising \$150K to almost \$2M currently. Created award winning video. Increased size of donor base by 71%. Introduced new *Lawyers for Children* Campaign targeting law firm associates, now raising over \$1 million annually.

### Rape, Abuse & Incest National Network (RAINN)

*Vice President of Development*

*Mar 2007 – April 2008*

Increased giving by 30%. Grants, corporate, major gift outreach, online giving, "RAINNMaker" tributes, viral marketing & events. Raised 4x amount raised previously at event underwritten by Target. Secured NPower award for Innovation in Technology.

## EDUCATION, AWARDS & AFFILIATIONS



### **University of Maryland, College Park**

BA in Government & Politics.  
Concentration in Sociology.

### **Certified Fundraising Executive**

Certified, 2010-Present

### **Board Memberships**

DV LEAP, 2019-Present

Meals on Wheels ABQ, 2022-  
Present

Paws & Stripes, 2022-Present

### **Association of Fundraising Professionals**

#### **NM Chapter**

Member, 2019-present

Seasoned Fundraisers Affinity  
Group Chair

#### **DC Chapter**

Distinguished Volunteer Service,  
2018 President's Award

Board Member, 2014-2018

VP of Marketing, 2017

VP of Education, 2016

Co-Chair, National Capital

Philanthropy Day, 2015

Co-Chair, Consultants Affinity  
Group, 2014-2018

Member, 2000-2020

### **Bridge Conference on Integrated Fundraising & Marketing**

Conference Co-Chair, 2018

Co-Chair Marketing, 2017

### **Direct Marketing Association of Washington**

Member, 1994-2010

### **DMFA Package of the Year**

Award Recipient, 1990

### **Girl Scouts of America, Gold**

Award Recipient, 1978

### **Professional Photographers of America,**

Member, 2017 – present

### **SouthPaw Pix**

Published pet photographer

## WORK EXPERIENCE (CONT'D)

### **Planned Parenthood of Metropolitan Washington**

*Vice President of Development*

*Oct 2004 – Dec 2006*

Oversight of major gifts, foundations, government, events & direct mail efforts. Twelve years with PPMW – as staff and consultant. Surpassed previous amount raised by 15. Increased workplace giving by 30%, direct mail by 20%, major gifts by 10% and event revenue by 65%.

### **Trivium, Inc.**

*Chief Executive Officer / Principal*

*June 2000 – Sept 2004*

Developed and implemented direct mail and major donor mailed solicitations. Clients: Planned Parenthood of Metropolitan Washington, Americans United for Separation of Church and State, Physicians for Social Responsibility and Citizens for Global Solutions. \$5.5M annually.

### **GSB Associates**

*Vice President*

*Sep 1994 – May 2000*

Directed direct mail campaigns and analysis for: Planned Parenthood of Metropolitan Washington, Americans United for Separation of Church and State, American Foundation for the Blind, National Breast Cancer Coalition and Veterans of the Vietnam War. Raised \$7 million annually.

### **Geiger Consulting/In Any Event**

*Fundraising Consultant*

*Mar 1994 – June 1998*

Raised \$1 million annually from direct mail / events. Clients: Older Women's League, Rep. Gary Ackerman, National Academy of Social Insurance, American Indian Heritage Foundation, and NOW.

### **Craver, Mathews, Smith & Company**

*Strategic Planner*

*Jun 1992 - Feb 1994*

Sierra Club and National Organization for Women direct mail projections and individual mailing efforts - \$25 million annually.

### **EMILY's List**

*Development Director*

*Jan 1991 - Mar 1992*

Raised \$1.4 million. Developed high dollar giving club, *Majority Council*. Responsible for direct candidate solicitations tripling the amount raised in the previous election cycle, during Clarence Thomas hearings.

### **Gilbert Jonas Company**

*Director, Direct Mail Division*

*Jan 1987 - Oct 1990*

\$2 million annual direct mail, corporate and foundation programs for NAACP - Special Contribution Fund, Membership-at-Large, Civil Rights Library - Afghanistan Relief Committee and Fund for an OPEN Society.



# JW & Company Client List



2 Way, The Movie  
Adventure Theatre  
American Council for Energy-Efficient Economy (ACEEE)  
American Forest \*  
Association for Childhood Education International (ACEI)  
Beyond Borders Haiti  
Bill & Melinda Gates Foundation (for United Nations Population Fund)  
Canaan Valley Institute  
Chesapeake Bay Foundation \*  
Children's Law Center  
Constellation Theatre Company \*  
Council for Court Excellence  
Domestic Violence Legal Empowerment & Appeals Project (DV LEAP)  
EarthEcho International  
Engender Health  
Free the Slaves  
Guttmacher Institute \*  
Law Students in Court  
National Juvenile Defender Center  
National Women's Law Center  
NEA Healthy Futures  
Nuclear Threat Initiative  
Paws & Stripes  
Physicians for Reproductive Health  
Public Justice  
Rebuilding Together Sandoval County  
Socially Responsible Agriculture Project  
St. Andrews Episcopal School  
Street Law \*  
United Methodist Church - General Board of Church & Society \*  
United Nations Foundation - UNA-USA  
United Nations Foundation - Universal Access Project  
United Nations Foundation - Integrated Development Department  
Vera Institute of Justice, Center on Victimization & Safety  
Washington Bach Consort \*

\*In partnership with Focus Fundraising

## SPEAKING ENGAGEMENTS

**Speaker, Data-Based Decision Making**, AFP New Mexico chapter education session, October 2021

**Speaker, What Should I Be Doing Now**, Coffee Conversation with Ginny Waller Consulting, September 2021

**Speaker, CoVID One Year Later**, AFP New Mexico chapter education session, September 2021

**Speaker, What Should I Be Doing Right Now**, AFP New Mexico chapter education session, April 2020

**Speaker, Avoiding the Crazy: How Do You Know if a Fundraising Idea is Brilliant ... Or Crazy?**, Bridge to Integrated Marketing & Fundraising Conference, July 2019

**Masterclass Presentation, Are You Really Ready to Raise Money**, Joan Garry's NonProfit Leadership Lab, Sept 2018

**Co-Chair, Bridge to Integrated Marketing & Fundraising Conference**, July 2018

**Speaker, Hosting Profitable Events and Cultivating Attendees to Become Donors**, Philanthropic Service for Institutions (PSI) Conference, June 2018

**Universal Access Project Learning Lab Training Sessions**, UN Foundation, 2016-2017

**Speaker, CFRE Information Session**, AFP DC Education Session, 2017

**Proposal Writing Bootcamp Grant Review**, Foundation Center, Sept 2017

**Speaker, How to Engage with Donors to Leverage Faith Work**, Christian Connections for International Health, July 2017

**Speaker, CFRE Prospect Research**, AFP DC Education Session, 2016

**Speaker, You're Not in This Alone: Expand Your Small Development Shop by Strategically Building Capacity**, Bridge to Integrated Marketing & Fundraising Conference, WDC, July 2016

**Speaker, Fundraising 101**, YNPN, Oct 2011

**Speaker, Winning the Hearts and Wallets of Donors with Small Nonprofit Resources**, DMA Nonprofit Conference, NY, 2007

