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amy wolfson
CONSULTING

STRATEGY
FUNDRAISING
COMMUNICATIONS
AWARENESS

SUMMARY

Amy Wolfson is a specialist in institutional advancement for the nonprofit sector, with strong executive experience and a successful track record as a consultant. Her thought leadership—combined with creativity, analytical insight and team building skills—has helped an array of extraordinary organizations reach even greater heights of impact.

Amy has a well-balanced set of professional capabilities, including a motivating management style ...extensive implementation skills and attention to detail. Her expertise also extends to a deep understanding of the complex dynamics affecting the nonprofit sector.

CONSULTING HIGHLIGHTS

- **Developed fundraising plans and delivered solicitation and stewardship training** with staff and board members of organizations, including Zeno Mountain Farm, Opening Act, Blue Engine, Council of Jewish Émigré Community Organizations (COJECO), Goddard-Riverside Community Center, Neighbors Together Food Pantry, New Destiny Housing, and Part of the Solution (POTS).
- Conceived and managed **signature fundraising events that increased fundraising by 20–30% in prestigious organizations**, including: JCC Manhattan, Einstein Medical Center (Philadelphia), Jewish Women's Foundation of NY, Family Legal Care, International Center of Photography, and American Friends of the Ghetto Fighters' Museum, among others.
- Developed **communications plan** for the JCC in Manhattan—a \$95M community center with a \$15M annual operating budget that hosts 1,500+ programs per year. The plan attracted 11,500 new members, \$5.5M in program sponsorships, and a major increase the JCC's visibility among donors and the community. Launched **re-brand and created donor communications plan** for LIFT (Legal Information for Families Today).
- Created **strategic and organizational development processes** for Family Legal Care, Chabad of Tribeca and Soho, Westchester Children's Association, Children of Promise (COPYNY), 914-Cares, the Supportive Housing Network of New York, WHEDco, the Child Center of NY, and Goddard-Riverside Community Center.
- Directed **rebranding processes** for Family Legal Care, Solomon Schechter of Manhattan, the Victor Center for the Prevention of Jewish Genetic Diseases, the Child Center of NY, Midreshet Lindenbaum, the JCC in Manhattan, and the West End Day School.
- Created **online marketing toolkit and training** for Single Stop USA (which delivers supportive services to low-income populations), designing and facilitating training and marketing coaching for staff at 80 Single Stop locations across New York City.

CLIENTS INCLUDE

- American Friends of the Ghetto Fighters' Museum
- Blue Engine
- 914-Cares
- Chabad of Tribeca and Soho
- Child Center of NY

- Children of Promise
- Council of Jewish Émigré Community Organizations (COJECO)
- Einstein Medical Center (Philadelphia)
- Family Legal Care
- Goddard-Riverside Community Center
- International Center of Photography
- Jewish Women's Foundation of NY
- JCC in Manhattan
- Midreshet Lindenbaum
- Neighbors Together Food Pantry
- New Destiny Housing
- Opening Act
- Part of the Solution (POTS)
- Robin Hood Foundation
- Single Stop USA
- Solomon Schechter of Manhattan

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EXPERIENCE AND EMPLOYMENT HIGHLIGHTS

CHIEF EXTERNAL RELATIONS OFFICER

Open Door Family Medical Center and Foundation | Westchester County, NY
2016–February 2020

Open Door Family Medical Center is a federally qualified health center founded by volunteer medical workers in the 1970s. Open Door is now the health care home for 57,000 profoundly underserved people in Westchester and Putnam counties, who rely on the organization for medical care regardless of their ability to pay. As Open Door's first External Relations Officer, I set the vision for a high-level strategy for integrated fundraising, communications, program development, advocacy, and community engagement. I am also responsible for leading the implementation of this strategy, in conjunction with my 12-person team and colleagues across the organization.

I was recruited to join Open Door's senior team with a dual mandate to reinvigorate the Open Door Foundation and to create Open Door's first-ever external relations department in order to fully integrate Open Door's extensive (yet previously siloed) fundraising, strategic planning, communications, patient outreach/education, and volunteer programs. I've succeeded in building a well-functioning, efficient department that tracks metrics for progress and outcomes; integrates formerly separate functions; and presents Open Door's multifaceted work in clear, compelling terms.

Key accomplishments during my four-year tenure have included:

- Revitalized the Open Door Foundation, including designing and implementing a robust development program that tripled fundraising revenue over a three-year period, supporting crucial patient services that are not reimbursed by Medicaid, Medicare, or government grants.
- Robustly engaged, developed, and grew the foundation's board by formalizing governance structures; designing and implementing a vibrant board training program; galvanizing the board around a shared vision and measurable goals; instituting a policy of board giving for all board members; annually increasing the board's size 10% over each of the past four years; and diversifying the board's professional skills and cultural/ethnic/age representation.
- Designed and implemented a county, state, and federal legislative advocacy program that garnered significant financial support for Open Door, via the Westchester county budget, New York State Safety Net Funding, and long-term (5-year) federal funding for Community Health Centers.
- Managed large-scale fundraising events, increasing revenue from and attendance at special events by 25% over each of the past four years.
- Diversified the foundation's fundraising portfolio by engaging new and lapsed donors, and building new donor bases (e.g., local faith-based communities engaged in social justice issues). This has included intensive personalized donor outreach and relationship building for long-term annual support.

- Supportive Housing Network of New York
- Victor Center for the Prevention of Jewish Genetic Diseases
- West End Day School
- Westchester Children's Association
- Willie Mae Rock Camp
- Zeno Mountain Farm
- Built and managed a vigorous communications initiative, including: a compelling case for giving; talking points and toolkits to guide board and staff in becoming effective ambassadors for Open Door's fundraising, patient marketing, and advocacy; robust social media campaigns for donor engagement, patient marketing, and advocacy; a public relations plan resulting in approximately 3–5 placed stories per month; and increased video storytelling to support fundraising, patient marketing, and widespread community awareness of Open Door's services and impact.
- Developed creative patient marketing and engaging supportive programs, including a prenatal program for expectant mothers, with a focus on low-income immigrant families. This included New York State's first-ever "Baby Box" program to provide English/Spanish bilingual well-baby education, parenting classes, and basic baby-care supplies to new parents.

CHIEF EXTERNAL RELATIONS OFFICER

JCC in Manhattan | 1997–2002

The JCC is a cultural and community center on Manhattan's Upper West Side. I served as founding external relations officer, supervised a staff of 15 and managed the fundraising, marketing, membership and communications to launch the opening of this dynamic new cultural institution on 76th Street and Amsterdam Avenue in NYC.

FOUNDING PARTNER AND PRODUCER

Comet International, Inc. | 1991–1997

Managed the start-up of a boutique production agency that specialized in educational materials for children. Launched home video distribution (for Children's Television Workshop) of Israel Sesame Street video series.

PROJECT DIRECTOR/ASSOCIATE PRODUCER

Israeli Sesame Street, Children's Television Workshop | 1984–1991

Adaptations of Sesame Street are produced worldwide. The Israeli Sesame Street, "Rechov Sumsum," worked to introduce young children to reading readiness, socialization, tolerance and cooperation where different parts of Israeli society could live peaceably together.

EDUCATION

Communications. Purchase College, State University of New York

GIVE BACK

Throughout her professional career, Amy has prioritized community service. Highlight include: AIDS Center of Queens County (Chair of Board Marketing Committee), Music on the Inside (pro bono strategic planning), Designed from the Heart (Board Member), Riverdale YMHA (Chair, Board Marketing Committee), Opening Act (pro bono fundraising and marketing consultant), Spiral Giving (Advisory Committee).

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