

ONEICITY, INC.

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COMPANY PROFILE

www.oneicity.com

Providing solution-focused marketing, development, and communications strategies to Christian non-profit organizations.

Combine approximately 35 years of accomplishment in contributing to the development and success of non-profit organizations, to deliver mission-critical needs assessment, planning, and strategy execution to meet and exceed critical operational goals. Skilled at partnering with diverse experts to align resources with objectives while maintaining open lines of communication and driving cost savings. Talent for identifying and executing action plans to turnaround organizational performance and exceed revenue targets.

**Fundraising Strategies ~ Marketing & Branding ~ Data Analysis ~ Program Management
Donor Relations ~ Forecasting & Planning ~ Major Donor Cultivation**

EXECUTIVE LEADERSHIP

STEVE THOMAS & KRIS HOOTS

Proven team of accomplished non-profit consulting leaders with outstanding success in delivering immediate and positive impacts within key operational areas. Assess organizational performance to recommend solutions for minimizing spending, increasing fundraising, and optimizing fundraising and marketing efforts, while sustaining organizational messages and missions. Experience with managing multi million-dollar budgets, leading teams of up to 25 members, and employing best-practice methods to attain results. Training in project management, board and governance, planned giving, corporate cash management, and non-profit accounting practices.

Signature Qualifications & Achievements:

- Proven success at developing donor relationships and improving fund raising results resulting in **recent 20% income increases year over year.**
 - **Focused on Long-Term Value**, employing sophisticated data modeling to cultivate the highest value donors, achieving net income increases while lowering expenses.
 - Analysis and donor relationship informed decision-making resulting in **Major Donor response increasing by well over 100%.**
 - Talent for **devising strategies that turnaround income-to-expense ratios** and increase response rates and average gift size.
 - Demonstrated **success in leading start-ups into profitable territory quickly** and efficiently by analyzing costs / metrics, to include record of reducing operating costs by 20%.
 - Record of achievement in **assessing reporting deficiencies, designing actionable reporting** and delivering report suite in record time.
 - **Expert gift processing** acumen, to include effectively spearheading a full-scale gift process intake redesign.
 - Experienced in **implementing Major Donor efforts**, including moves management plan, training participants and program management.
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WHO WE'VE SERVED

U.S. AND INTERNATIONAL MINISTRIES

Back to God Ministries International, Promise Keepers, Focus on the Family, Food for the Hungry, International Bible Society, First Resort, All Things Possible Ministries, Teen Challenge, Gerald Mann Ministries, Global Action, World Concern, Family First, Shiloh Christian Children's Ranch, International Students, Herald of Truth and many more!

RESCUE MISSIONS

CityTeam Ministries, Union Rescue Mission, Raleigh Rescue Mission, Seattle's Union Gospel Mission, Redwood Rescue Mission, San Diego Rescue Mission, Orlando Union Rescue Mission, Knox Area Rescue Ministries, Refuge of Hope, Christian Herald/Bowery Mission and The City Mission

HOW WE'VE SERVED

ROLES

Executive Director to Senior Account Executive to Marketing Data Analyst to Project Manager to Production Manager to Major Donor to Donor to Volunteer

SERVICES

- Provided strategy, assessments, management report design/development, data audits, appeal code logic and migrations, acquisition strategy, monthly giver programs, merge-purge, data hygiene, demographic overlays, Board reports, donor surveys, data conversions, new client start-up, data analysis and more!
 - Managed mailing strategies from a handful of pieces to over one million pieces on multi-impact campaigns and individual impacts
 - Developed integrated marketing campaigns including direct mail, telemarketing, eComponents (on-line video, email, etc.), social networking, radio and landing pages
 - Designed and implemented process to fulfill daily product orders from inventory of over fifty products
 - Executed selects and other data processes on databases from 5,000 accounts to upwards of 5 million across a variety of software platforms
 - Responsible for income budgets up to \$15 million
 - Leveraged long-term personal and professional relationships across all levels of organizations, some lasting more than a decade
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ASSOCIATIONS AND CERTIFICATIONS

- Association of Fundraising Professionals
 - Certified Account Planner, Second Wind Advertising Agency Training
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