

JENNIFER FRANK
Newport Beach, CA
310.801.6125
jfrank@onegoodword.net
Portfolio: www.OneGoodWord.net

Vision

As a well-trained wordsmith, my goal is to craft fundraising and marketing materials that efficiently convey mission, vision, and achievement. With a balance of storytelling and statistics, I connect nonprofit organizations with funders, supporters, and communities in order to spark mutually beneficial relationships.

Experience

- Freelance Wordsmith
Crafting a range of marketing and fundraising copy to meet the needs of for-profit and nonprofit clients including grant proposals, web content, annual reports, and direct mail campaigns; providing strategic project consultation and oversight.
May 2019 - Present
- Development Director, Grant Manager; Casa Youth Shelter
Initiated and maintained relationships with prospective and current foundation, individual and corporate donors; researched, composed and submitted all grant proposals; oversaw donor stewardship; composed copy for annual appeals, agency web site, marketing materials and various communications; assisted in evaluation and articulation of annual funding priorities.
April 2013 – March 2019
- Contract and Grant Manager; University of California, Irvine/Beckman Laser Institute
Oversaw all aspects of government grant proposal process including researching funding opportunities, maintaining submission schedules and orchestrating proposal preparation; managed donor database; wrote and edited various department correspondences; assisted with development coordination.
October 2004 – October 2008
- Writer/Account Executive; Hobbs Herder Advertising
Managed individual accounts from inception to completion of personal marketing materials; composed and edited copy for a range of print and online marketing materials; served as liaison to designers, production specialists and printers.
November 2003 – October 2004
- Development Associate, PR Assistant; National Council of Jewish Women/Los Angeles
Researched and composed grant proposals and correspondences related to fundraising; planned donor cultivation events; managed donor stewardship; created collateral materials, newsletters, annual reports, outreach tools, and press kits; maintained media relations.
July 2001 – September 2003

- Copywriter; 101communications
Developed campaign concepts and wrote copy for house ads, direct mail, collateral, letters and other marketing pieces for internet technology-related publications.
November 2000 – May 2001
- Lead Copywriter/Concept Development; Cox Rasmussen & Co. Advertising and Marketing
Led creative team through inception of campaign concepts and wrote copy for print, television, radio, and documentary projects.
June 2000 – October 2000
- Instructor; Orange Coast College; College of the Redwoods; Humboldt State University; California State University, Northridge; Pasadena City College; Art Institute of California
Teaching Writing for Social Media, Developmental Writing, Freshman Composition and Creative Writing courses.
August 1997 – Present

Education

California State University, Northridge

M.A. – Creative Writing

B.A. – English

Professional Affiliations and Conferences

Association of Fundraising Professionals

Various local roundtable discussion events, state-wide conferences, webinars, Orange County and Los Angeles Chapter meetings aimed at an array of fundraising issues. Attendee.

July 2001 – Present

OneOC

Various “Meet the Funder” and roundtable events. Attendee.

2013 – Present

The Nonprofit Partnership

Various “Meet the Funder” and roundtable events. Attendee.

2013 – Present

Research Administration Management Program (RAMP)

Certificated training program aimed at improving understanding of regulations, policies, and procedures for university development professionals. Graduate.

January 2005

Grassroots of Fundraising

AFP’s annual educational seminar for beginning and intermediate fund raising professionals. Participant.

July 2002

Grantseeking on the Internet

Workshop sponsored by the Center for Nonprofit Development. Participant.

April 2002