

# LORI COOK B.A. B.A.

## COLLABORATION | INSPIRATION | LEADERSHIP | PRODUCTION

Ambitious and dynamic development leader with a diverse professional fundraising background dedicated to building, engaging, inspiring, and fostering strategic decisions and lucrative relationships with donors and colleagues. **LANGUAGES:** English (*fluent*), Spanish and American Sign Language (*limited working*). **CLIFTON STRENGTHS:** Competition, Positivity, Achiever, Woo, Communication

## PROFESSIONAL EXPERIENCE

### EDUCATION

#### Bachelor of Arts

Communication Studies,  
2011

#### Bachelor of Arts

English Language &  
Literature, 2011  
*Southwestern University  
Georgetown, TX*

#### Master of Arts

Higher Education  
Administration,  
Expected Graduation 2025  
*Louisiana State University,  
Baton Rouge, LA*

### TRACKING SYSTEMS

- Raiser's Edge
- Power BI
- Tableau
- Abila Millennium
- Blackbaud  
Fundraiser  
Performance  
Management
- Ellucian Banner  
Donor
- CRM Advance Donor
- ANDAR Donor  
Legacy
- Legacy Tracker

### RECOGNITION

- Blackbaud Prime  
Officer Award –  
2020, 2021 & 2022

#### Associate Vice President, Development | March 2023 to Present

University of Texas at El Paso | El Paso, TX

**Methodology:** Established clear metrics for measuring success across all development positions. Increased submission of major gift proposals by 224% in FY2024. Increase staff structure by adding central fundraising positions and administrative support. Developed policies and procedures related to prospect management and portfolio engagement. Completed record-breaking fundraising years for FY2023 with \$45.3MM in production and FY24 with \$50.1MM in production. Outline fundraising priorities for each college and unit across campus in collaboration with college and unit leaders. Co-create impact campaign structure for upcoming focused impact campaigns in place of a comprehensive campaign model.

**Leadership:** Supervise a team of 15 development professionals ranging in specialty from leadership annual giving, major giving, corporate and foundation relations, and principal gifts. 93% of development officers reached or exceeded FY24 fundraising metrics. Supervise 3 donor engagement specialists who oversee stewardship, donor engagement, and events for the Institutional Advancement team. Manage an annual budget for salaries, benefits, and operations totaling \$1.93MM. Serve on the executive leadership team for Institutional Advancement. Complete

#### Associate Vice President, Collegiate Development | December 2021 to March 2023

Utah State University | Logan, UT

**Methodology:** Created comprehensive onboarding and mentorship program that promotes team culture and inclusivity. Partnered with our Development Officer Analysts to enhance monthly strategy meetings for development officers through targeted analytics and proposal management. Launched Aggie Impact campaign in November 2022. Aligned each college's impact campaign priorities within the Aggie Impact Campaign framework and completed feasibility studies for each area. Exceeded highest fundraising total in university history in FY2022 at \$109MM.

**Leadership:** Supervised a team of 15 high-performing development officers across 9 colleges. Lead the Development Committee for the USU Foundation Board. Served on the executive and extended leadership team for Advancement. Completed executive coaching sessions with consulting partner, Generous Change.

#### Senior Director of Development, College of Science | January 2020 to December 2021

Utah State University | Logan, UT

**FY 2022 Metrics:** Q1/Q2: 74 visits; 6 proposals funded; \$11.619MM production

**FY 2021 Metrics:** 170 visits; 15 proposals funded; \$2.345MM production.

**FY 2020 Metrics:** Q2/Q3: 71 visits; 4 proposals funded; \$1.170MM production.

**Methodology:** Increased CoS annual fundraising average by 76%. Lay impact campaign groundwork by establishing priorities, feasibility, and case for support. Managed and lead Advancement Board for the College.

**Leadership:** Supervised development officer and support staff. Chaired fundraising session for the 2020 Mountain West Advancement Conference.

#### Director of Development for Colleges | May 2018 to January 2020

University of Louisiana at Lafayette | Lafayette, LA

**FY 2020 Metrics:** Q1/Q2: 68 visits; 7 proposals funded; \$4,093,000 production.

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**FY 2019 Metrics:** 130 visits; 10 proposals funded; \$603K production.

**Methodology:** Created comprehensive campaign groundwork for colleges: Established campaign committees, priorities, case statements, and feasibility studies. Spearheaded development efforts for University Museum's \$6.8MM capital campaign.

**Leadership:** Supervised Associate Director of Development and 2 graduate students. Chaired Advancement Social Committee. Represented development team on Advancement Advisory Council.

## AFFILIATIONS

- Southwestern University Alumni Board Member (2024-2026)
- AMPLIFY Gender Equity & Leadership Initiative Ally (2023-Present)
- Boston University Fundraising Mentor (2020 - Present)
- Young Women's Preparatory Network Mentor (2023-present)
- Utah State University First Generation Student Mentor (2020-2023)
- Association of Fundraising Professionals (2015-2020)
- Alpha Xi Delta Alumni Association (Current)
- Nora Eccles Harris Museum of Art Member (Current)
- Paul and Lulu Hilliard University Art Museum Member (Current)

## Regional Development Officer, Major Gifts | 2017 to 2018

Tulane University | New Orleans, LA

**FY 2018 Metrics:** 158 visits; 468 other touches; 3 proposals funded; \$924K Production.

**Methodology:** Qualified prospects from a university wide portfolio across a 4-state region. Recruited/managed National Campaign Council-Atlanta (major & principal gift volunteers). Worked cross functionally with Annual Fund, Reunions, Communications, & all colleges within university.

**Leadership:** Regional team major gift mentor. Development liaison for School of Professional Advancement.

## Director of Corporate Relations & Development | 2015 to 2017

Capital Area United Way | Baton Rouge, LA

**Metrics:** \$9.8 Million Campaign (2015); \$10.2 Million Campaign (2016).

**Methodology:** Managed Top 25 corporate accounts and all major gift donors.

**Leadership:** Supervised 4 development officers. *Team managed 600+ accounts.*

## Marketing & Player Development Manager (*promotion*) | 2013 to 2015

Boyd Gaming Corporation – Evangeline Downs Racetrack, Casino & Hotel | Opelousas, LA

**Methodology:** Managed multimillion-dollar annual marketing budget.

**Leadership:** Managed a team of 7 casino hosts and coordinators + 15 support staff

## Promotions Coordinator (*initial hire*) | 2012 to 2013

Boyd Gaming Corporation-Delta Downs Racetrack, Casino & Hotel | Vinton, LA