


# JARED G. LILLY, CFRE

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New York, NY 10038 

## PROFESSIONAL EXPERIENCE

### FOUNDER & MANAGING PARTNER

JGLilly Consulting / New York, NY / 2019 – Present

- Founded nonprofit consulting firm providing bespoke philanthropic and management services to aid organizations across all sectors to achieve both short-term goals and long-term, meaningful result.
- Created breakthrough tactics to increase clients' annual major giving, resulting in an average 47% year-over-year growth in individual contributions.
- Devised customized strategies and development plans, directly leading to \$13.9M in contributed revenue for client organizations.
- Wrote compelling grant proposals and accompanying budgets to secure \$9.3M in funding from family, regional, and national foundations.

### DIRECTOR OF DEVELOPMENT

NATIONAL INDEPENDENT VENUE FOUNDATION / New York, NY / 2021 – 2022

- Surpassed 2021 year-end fundraising goal by 420%.
- Established strategic partnerships with national corporations, resulting in 5- to 7-figure financial support for organization's general operations and Emergency Relief Fund.
- Created comprehensive strategy to formalize the organization's development function and improve business performance by establishing a solid fundraising administrative operation focused on optimizing growth and increasing productivity with limited staff and resources.
- Managed the relaunch of organization's primary programmatic initiative, the NIVF Emergency Relief Fund.
- Developed robust annual giving program with proactive patron renewal structure and donor qualification system, optimizing donor growth.

### DIRECTOR OF DEVELOPMENT

THE FUTURO MEDIA GROUP / New York, NY / 2018 – 2021

- Led team of 3 development professionals to achieve contributed revenue goal of \$5.18M annually.
- Surpassed 2020 contributed revenue goal by 17% and institutional funding goal by 16% through the acquisition of single-year and multi-year grants; outperformed 2019 goals by 50% and 75%, respectively.
- Secured \$1.7M in new foundation funds within the first six months of tenure, approximately 54% of the total 2019 annual budget.
- Designed and managed department reorganization, diversifying revenue streams to encompass increased corporate sponsorships, major gifts, and new foundation funders.
- Created and managed comprehensive external strategic communications and media relations plan, including informational and fundraising collaterals, social media, monthly digests, and public appearances.

## EDUCATION

MA in Performing Arts Administration  
New York University

Graduate Studies in Vocal Performance  
The Boston Conservatory

BA in Music Performance - Voice  
Wake Forest University

## CERTIFICATIONS

CFRE: Certified Fund Raising Executive  
CFRE International  
December 2020  
(Recertify June 2024)

Certified Raiser's Edge  
NXT Professional  
Blackbaud  
May 2021

## AFFILIATIONS

Professional Member  
Association of Fundraising Professionals  
(Renews December 2024)

Member  
National Association of Charitable Gift Planners  
(Renews December 2024)

## PROFICIENCIES

Raiser's Edge NXT  
Tessitura  
Salesforce  
DonorPerfect  
NeonCRM  
HubSpot CRM  
Submittable

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## PROFESSIONAL EXPERIENCE CONTINUED

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### **DIRECTOR OF DEVELOPMENT**

BERKSHIRE OPERA FESTIVAL / Great Barrington, MA / 2017 - 2018

- Surpassed contributed revenue goal by 7% and individual giving by 19%.
- Revitalized \$100,000 matching gift challenge by creatively launching new solicitation tactics and personal major gift appeals.
- Led organizational fundraising efforts while maintaining managing director duties to ensure long-term sustainability and fiscal responsibility goals.
- Executed development initiatives by establishing formal policies and procedures and improving operational efficiency to secure funds from a diverse portfolio of individuals, corporations, and foundations.

### **SENIOR PARTNER & DIRECTOR OF OPERATIONS**

IJ GROUP INTERNATIONAL, LLC / New York, NY / 2016 -2019

- Launched and built boutique arts consulting and producing firm, managing operations, developing policies and procedures, and partnering with vendors to develop website and other marketing collateral.
- Spearheaded creation of IJ Summer Ballet Intensive, creating and managing marketing campaign including website development, targeted ad placements, email marketing, and social media campaign.

### **PATRON AND INDIVIDUAL GIVING INTERN**

THE METROPOLITAN OPERA / New York, NY / 2014 - 2015

- Worked closely with internal team and external stakeholders to coordinate Patron and Young Associate outreach, activities, membership renewals, and data maintenance while pursuing Master's degree.

## BOARD & VOLUNTEER EXPERIENCE

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### **SCHOOL OF DIVINITY BOARD OF VISITORS MEMBER** Wake Forest University / 2019 to Present

- Invited to serve two 3-year terms on university advisory board, advocating for the School of Divinity and the University, as well as making fundraising contacts and supporting the School of Divinity.

### **BOARD PRESIDENT** WAKENewYork Community Board / 2018 to Present

- Lead alumni community in New York metropolitan area to organize and execute alumni engagement strategies.

### **COLLEGE BOARD OF VISITORS MEMBER** Wake Forest University / 2016 to 2019

### **OUTREACH COMMITTEE CHAIR** WAKENewYork Community Board / 2016 to 2018

### **GOVERNANCE CONSULTANT** American Opera Projects / 2016 to 2018

### **YOUNG ALUMNI DEVELOPMENT BOARD MEMBER** Wake Forest University / 2015 to 2016

### **COMMUNITY ENGAGEMENT COMMITTEE MEMBER** Charlottesville Symphony / 2012 to 2014

### **GRANT REVIEW & DISTRIBUTIONS COMMITTEE MEMBER** Beckley Area Foundation / 2002 & 2012

### **ADVISORY COMMITTEE MEMBER** Beckley Area Foundation / 2010