

# KATHERINE COOPER

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she/her/ella | Member, AFP | coopercocreative.com

A strong believer in the non-profit model, and the power of storytelling to change the world, I'm accustomed to crafting copy for fundraising as well as entertainment, and I'm equally comfortable under independent deadline as in a live broadcast environment.

## Skills

### Communication

Public Speaking

Copywriting & Editing

Connection

### Administration

Monthly Giving

DMS Management

Organization

### Leadership

Critical Thinking

Vision

Gratitude

## Experience

### Digital Giving Coordinator | California Native Plant Society | 2014-Current

- Designed, launched, & maintained monthly giving campaign, *Perennial*. Cultivated 20 fold growth in 2-year span, making *Perennial* the flagship campaign of the membership department.
- Created copy for myriad successful acquisition, conversion, and cultivation campaigns.
- Contributed & reviewed copy for various publications, including 50th anniversary edition of scientific journal, *Artemisia*, and debut edition of magazine, *Flora*.
- Initiated inclusion-focused options & procedures in data collection, processing & presentation; shifting organizational culture, and fostering a more welcoming ethos for donors & staff.
- Spearheaded implementation & maintenance of data integration & processing software platforms.

*Experience in RENXT, Luminate, ImportOmatic platforms; fundraising; content creation; customer service.*

### Auxiliary Contractor | Capital Public Radio | 2008-Current

- Voiced FCC required, hourly station ID announcements. Aided in preparation of on-air guests.
- Recruited new & returning members as on-air co-host during seasonal fund drives ("pitching").
- Assisted in producing various events, including concerts & Second Saturday Art Receptions.
- Developed and implemented CapRadio Studio Tour script & handbook as premier station tour guide.
- Processed member contributions, maintained member database, & directed incoming inquiries.

*Experience in live broadcast conditions; fundraising; event planning; hosting; Blackbaud DMS platforms.*

## Education

### BA | Saint Mary's College | *The Integral Program*

AALE certified Liberal Arts Degree. Coursework includes concurrent pursuits of the soul-liberating fields of study, according to Aristotle (e.g. Geometry, Physics, Philosophy, Literature); training in Logic & Persuasion; Instruction in Ancient Greek Language; and the publication of an original academic thesis (*On the Unity of Multitude*, an analysis & extrapolation of Plato's *Parmenides*). QED