



KATHERINE COOPER

she/her/ella | Member, AFP

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

CONTACT

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EXPERTISE

- Copywriting
- Critical Thinking
- DMS Maintenance
- Monthly Giving
- Proofreading & Editing
- Public Speaking

EDUCATION

BA Saint Mary's College, The Integral Program

Coursework includes integrated instruction in logic, geometry, physics, philosophy, and literature; and the publication of an original academic thesis. QED

EXPERIENCE

California Native Plant Society

Digital Giving Coordinator | 2014 - present

- 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 & edited copy for myriad successful acquisition, conversion, and cultivation campaigns & publications, including 50th anniversary edition of scientific journal, Artemisia, and debut edition of magazine, Flora.
- Initiated inclusion-focused options & procedures in data collection & processing; shifting organizational culture, and fostering a more welcoming ethos for donors & staff.
- Spearheaded implementation & maintenance of data integration & processing, across RENXT, Luminate, and ImportOmatic DMS platforms.

Capital Public Radio

Auxiliary Contractor | 2008-2023

- Voiced FCC required, hourly station ID announcements and testimonial intro/outro spots.
- Recruited new & returning members as live on-air co-host during seasonal fund drives ("pitching").
- Assisted in producing & hosting various events, including concerts & Second Saturday Art Receptions.