

Michael V. Ludgardo

Summary of Qualifications

- Skilled fundraiser with expertise in raising funds from individual donors, corporations/foundations, direct mail marketing, and online platforms for unrestricted and programmatic support
- Strong leader with demonstrated proficiencies in financial management, strategic planning, communications, and marketing.
- Effective customer relationship management (CRM) software manager with proven skills in training and motivating staff to set and reach fundraising goals, manage and execute large and small proposals/grants
- A creative professional and team player with highly developed communication skills, a leadership philosophy based on collaboration, and a positive, engaging personality.

Professional Experience:

Manager of Development

United Cerebral Palsy, Inc.

Washington, DC

2018 – Present

- Manage the processing of bequests distribution; development sponsorship, major gifts and corporate giving.
- Oversee and manage UCP's direct mail program, ensuring it meets its fundraising targets while remaining within its budgeted expenses.
- Update and refine systems, like Salesforce and Excel, to quickly merge donor data to into timely recognition of donors and facilitate ongoing donor stewardship
- Identify and cultivate new individual prospects, with significant giving capacity, in order to develop and join the major donor society.
- Cultivate the relationships with mid-tier and major donors and prospects, utilizing the support and assistance of the CEO & President when needed.
- Strengthen relationship between current donors and the organization by answering inquiries, providing updates on organizational news, and highlighting the work of the network of affiliates and the national office through various mediums
- Manage Salesforce, the donor management platform, to meet the needs of the organization.
- Responsible for evaluating the Development department's vendors and consultants for contract renewals

Manager of Individual Giving

United Cerebral Palsy, Inc.

Washington, DC

2015 – 2018

- Managed all Individual Giving revenue streams including (but not limited to): major donors (1k-10k), work place giving, third party fundraisers, and online giving.
- Assisted the Chief Development Officer in securing over \$100,000 in major gifts by identifying and cultivating new and current individual donors with significant giving capacity.
- Trained colleagues on how to effectively use Salesforce to manage their proposals, reports, and tasks.
- Provided overall support to upper management for tasks related to donor giving and company/institutional giving.
- Oversaw and managed the direct mail/response program, ensuring we met fundraising goals while remaining within budget expenses.
- Trained and provided oversight to Development Associate in managing: peer-to peer fundraising, online giving, matching gifts, workplace giving, development inquiries/cases, and administrative tasks.
- Managed all fundraising, communications, marketing, and social media related efforts to increase support and visibility for UCP's work and mission.

Donor Relations Specialist

United Cerebral Palsy, Inc.

Washington, DC

2013—2015

- Provided project management to UCP's direct response program, including tracking the progress of the program, providing regular updates, and managing database.
- Supported the Director of Individual Giving and CDO in all fundraising efforts and development events.
- Development relationship liaison and inputted all donor relationship and management-related notes into database.
- Managed and analyzed donor data in database to produce effective fundraising efforts to current and potential donors.
- Managed volunteers and seasonal interns to produce effective fundraising campaigns.
- Conducted research on prospect individual, foundation, and corporate donors and assist with planning and execution of one-on-one meetings and other events.

Resource Development Consultant

National Council of La Raza

Washington, DC

2012- 2013

- Ensured clean, up to date, and consistent data entry and record-keeping, related to all donor levels of Resource Development.
- Provided database support for organizing and executing special events.
- Maintained and enhance a database of online and hard copy Resource Development resources.
- Produced all communications (electronic and paper): acknowledgements and appeals

VOLUNTEERISM AND LEADERSHIP:

Alumni Committee

New Futures

Washington, DC

2016 -Present

- Represent the alumni committee at different events to raise funds and awareness of New Futures' work
- Mentor first generation college students
- Development Committee member

Associate Board Member

Latin American Youth Center (LAYC)

Washington, DC

2015 – 2016

- Hold quarterly events promoting awareness of the LAYC to the community
- Hold fundraisers in addition to the educational events to raise money for the LAYC, on track to raise 10k cumulatively
- Meet quarterly to focus on engagement opportunities for students participating at the LAYC

ADDITIONAL SKILLS

- Proficient in Salesforce, iContact, WordPress, and Network for Good fundraising platform.
- Bilingual: English and Spanish.
- Experienced fundraiser and researcher.
- Adept at mastering new software applications and training/assisting colleagues.
- Proficient in Microsoft Word, PowerPoint, Excel, and Outlook.

EDUCATION

Master of Public Administration: Non-Profit Management Concentration (**in progress**)

George Mason University

Arlington, Virginia

2020 -Present

Bachelor of Arts in Government & International Politics

George Mason University

Fairfax, Virginia

2012