

Farah Salim, C.C.P.

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FUNDRAISING AND COMMUNICATIONS PROFESSIONAL

Graphic Design • Grant Writing • Event Planning • Marketing Strategy/Coordination

Talented and creative **Fundraising and Communications Professional** with hands-on experience delivering unique and effective marketing materials, promotions, and fundraising. Results-oriented practitioner with proven success in building strong and profitable relationships with area businesses and community organizations. History of developing and enhancing ties with diverse audiences including clients, donors, staff, and community members through variety of methods. Accomplished grant writer and seasoned media liaison.

CORE COMPETENCIES

- Fundraising Development
 - Event Management
 - Microsoft Applications
 - Website/Graphic Design
 - Grant Writing/Copywriting
 - Media Coordination
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PROFESSIONAL EXPERIENCE

EMPHASIS

June 2009-Present

Owner / Consultant

I own and serve as chief consultant for this freelance marketing and fundraising contractual firm. Emphasis offers organizations professional and creative collateral materials, marketing plan development, event management, and media coordination. Specialize in assisting nonprofit organizations with fundraising initiatives, board development, direct mail, grant writing, and other marketing activities as needed.

Key Achievements:

- Temporary Campaign/Marketing Manager for Boys & Girls Clubs of Central Illinois
- Project Manager for GoWeb1.com (including website copywriting, design, and client liaison)
- *Fit by the Forkful: Delicious and Nutritious Recipes for Kids* comprehensive marketing/fundraising plan

THE AUTISM PROGRAM OF ILLINOIS (TAP)

April 2008-June 2009

PART OF THE HOPE INSTITUTE FOR CHILDREN AND FAMILIES

Communications Coordinator

Create a comprehensive communications strategy incorporating 30 statewide network partners and coordinate public relations and media components. Develop marketing materials, educational plans/manuals, and public policy and legislative campaign to promote TAP as the largest statewide network of care for Autism services in the nation and to encourage network duplication in other states.

Key Achievements:

- Planning, marketing strategy, and event coordination for national Autism Town Hall Meeting in Chicago in November 2009
- Development and coordination of public policy strategy to cultivate and lobby legislators to ensure full state funding of The Autism Program of Illinois
- Coordinate and oversee Consensus for Autism Family Connection initiative to link families with local legislators to offer a first-hand account of impact that state funding has on children diagnosed with Autism

CHILDREN'S MIRACLE NETWORK at St. John's Children's Hospital

March 2006-April 2008

Fundraising & Marketing Coordinator

Develop and manage all CMN-related special events and media efforts within south-central Illinois between St. John's Children's Hospital and SIU School of Medicine, and enhance client relationships and communication. Develop new methods of fundraising and attracting new donors through promotions and awareness events.

Key Achievements:

- Development of community-wide Change Bandit campaign 2006 and 2007 raising more than \$9,000 each
- Develop marketing/implementation plan for American Girl Fashion Show (raised \$42,000) and 10+ other fundraisers for a total of \$150,000+ per year
- Implement annual Radiothon (3-day event) in 2006 and 2007 raising \$98,822 and \$86,702 respectively — through coordination of interviews, donor activities and publicity efforts

SQUIRES ADVERTISING AGENCY – Springfield, IL

September 2003-March 2006

Marketing Associate / Account Executive / Graphic Designer

Key Achievements:

- Carry out main designer duties for *Historic Illinois Magazine*, nationally published six times a year.
- Consistently accomplish projects ahead of schedule and to customers' complete satisfaction.
- Match design techniques to each client's specific and unique needs for variety of clients

EDUCATIONAL BACKGROUND

Graduate Certificate in Nonprofit Management • University of Illinois – Springfield, IL • May 2008

Certificate Program for Communications Excellence (C.C.P.) • Completed August 2007
Sponsored by Matrix Foundation, in conjunction with Association of Women in Communications

Grant Research/Proposal Intensive Course • online class via University of Illinois at Chicago (June 2007)

Master of Arts in Communications • University of Illinois – Springfield, IL (2005) • GPA: 3.75

Bachelor of Arts in Advertising • Bradley University – Peoria, IL (2003) • GPA: 3.57

PROFESSIONAL ASSOCIATIONS & VOLUNTEER ACHIEVEMENTS

- **Greater Springfield Chamber of Commerce Ambassador**
- **Member of the Illinois Women in Leadership organization (2009-present)**
- **2009 Silver Medalist recipient for the President's Volunteer Service Awards (250 to 499 hours per year)**
- **Member of Association of Fundraising Professionals (2009-present)**
- **Co-Chair and co-founder of the Springfield Good as Gold Volunteer Recognition Ceremony hosted by the Junior League of Springfield and University of Illinois at Springfield (2008)**
- **Leadership Springfield (Chamber of Commerce program) Graduate and Board Member (2008-present)**
- **Member of Young Springfield Professionals Network (2008-present)**
- **Bradley University Alumni Chapter President for Greater Springfield area (2007-present)**
- **Kidzeum of Health and Science children's museum Board Member & PR Chairperson (2008 -present)**
- **Association of Women in Communications Board Member (2005-present)**
- **Junior League of Springfield Member (2006-present); various Board positions (2007-2009)**