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Top Skills

Fundraising

Community Relations

Social Media

Elissa Schneider

I am a problem solver for fundraisers, helping them more deeply connect with their donors.

Columbus, Ohio, United States

Summary

Accomplished and integrity-driven professional offering over twenty years of fundraising success with impressive results in building relationships and engaging donors in deeper levels of relationship with organizations.

I take current relationships to the next level. I find solutions that your donors/clients/partners want and create a system to transition shallow relationships into relationships that yield results for both the organization and the donor. I think beyond gimmicks and marketing. I dig deeper to find what your donors really value about your organization and rally the organization to better provide opportunities for that greater level of collaboration and giving.

I consider donor pyramids, giving cycles, and other pipeline basics as the tip of the iceberg for Development strategy. I ask wicked questions that make organizations better for donors.

RESULTS:

Led development team in raising \$13.3 million in contributed revenue in fiscal year 2017.

Led strategy and implementation of match/amplification campaigns, raising over \$2 million annually.

Tripled fundraising capacity of Annual Giving program in four years. Over 300% increase in scholarships offered to students.

Implemented a series of alumni networks that connect 30,000 alumni to CSCC.

Connected 1,200 new donors over the last 6 years through direct marketing, social media and creative event participation.

Instituted a product integration PR strategy that resulted in a multi-million dollar sale.

Instituted a campaign and fundraising strategy to help defeat 2 incumbent candidates.

Specialties: Fundraising, Community Relations, Political Campaigns, Social Media, Marketing

Experience

Fierce Ohio

Founder

January 2020 - Present (4 years)

Columbus, Ohio Area

Elissa Schneider started Fierce Ohio Consulting to put her talents to work creating solutions for organizations and campaigns that make the state a better place to live. She has helped organizations raise millions of dollars through a myriad of strategies including, individual major gifts, capital campaigns, grassroots house parties, corporate and workplace giving, online as well as through community and match campaigns. In 2018 she joined The Patriots PAC to help found the organization and create a movement towards a mission of electing more women to Ohio office. She led the organization through two election cycles, and grew the organization to 110 endorsed candidates, 64 now in office, and a membership of 1,300+.

The Patriots PAC

Executive Director

May 2018 - January 2020 (1 year 9 months)

Ohio

Elissa joins The Patriots with more than a decade of non-profit fundraising experience, most recently serving as director of major gifts with the Mid-Ohio Foodbank and coordinator of annual giving at Columbus State Community College. Prior to this, she worked as a political fundraiser in Ohio and Michigan. She currently serves on the board of trustees for Transit Columbus and is a City of Columbus Commission appointee with the Mid-Ohio Regional Planning Commission. She is a graduate of Eastern Michigan University and holds an MBA from Franklin University. Elissa is an Ohioan, born and raised in Oregon, Ohio and is ready to take on this leadership role with The Patriots in the midst of recent momentum

Mid-Ohio Foodbank

Director, Major Gifts

February 2013 - May 2018 (5 years 4 months)

Responsible for the identification, cultivation, solicitation, and stewardship of individuals to generate support for the mission and programs of Mid-Ohio Foodbank.

Led development team in raising \$13.3 million in contributed revenue in fiscal year 2017.

Led strategy and implementation of match/amplification campaigns, raising over \$2 million annually.

Created and implemented a donor relationship program, ask plan and pipeline strategy to more fully integrate major donors into the organization.

Represented organization in public speaking engagements, site tours, as well as boards and committees.

Created a mid-level giving program and a pipeline for increased donor giving and manage mid-level and major gift staff activities.

Integrated major donors strategically into all Mid-Ohio Foodbank community-wide giving campaigns, including direct mail, match campaigns and corporate giving.

Created and executed a planned giving program.

Columbus State Community College
Coordinator of Annual Giving
2006 - February 2013 (7 years)

Taste the Future
Coordinator
2006 - February 2013 (7 years)

Brooks for Commissioner
Campaign & Fundraising Specialist
2004 - 2006 (2 years)

Education

Eastern Michigan University
BA, Communications · (1998 - 2002)

Franklin University
MBA, Applied Leadership · (2006 - 2008)