



BERNADETTE JACOBS

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EXPERTISE

- Fundraising & Development Strategy
- Executive Leadership &
Organizational Management
- Grant Writing & Donor Relations
- Public Speaking, Media & Advocacy
- Board Governance & Reporting
- Coalition & Stakeholder Engagement
- Strategic Fundraising &
Communications Frameworks
- Communications & Brand Strategy
- Marketing Operations & Multi-channel
Campaigns
- Crisis & Leadership Communications
- Thought Leadership & Mission Strategy
- Special Events & Campaigns
- Team Leadership & Development
- Technology Integration for Nonprofits
- Digital Infrastructure & CRM Strategy
- Program & Project Management
- Systems & Process Improvement
- Major & Planned Gifts, Campaigns,
Special Events

EDUCATION

UNIVERSITY OF WASHINGTON
BA- Society, Ethics, Human
Behavior, 2006

CERTIFICATES

NONPROFIT MANAGEMENT
eCornell | 2014

ORGANIZATIONAL LEADERSHIP
Northwestern University | 2018

DIGITAL MARKETING
eCornell | 2021

PROFILE

Experienced Nonprofit and Communications Director with over 17 years in fundraising, organizational leadership, and advocacy, with a proven record of raising millions through direct solicitations, grants, and campaigns. Built strategic fundraising and communications frameworks to secure diverse funding streams and strengthen infrastructure. Skilled public speaker and media representative with a strong record of coalition-building and national partnerships. Early contributor to Civil Survival under the Public Defender Association and author of a forthcoming book on lived experience and systemic reform.

WORK EXPERIENCE

DIRECTOR OF COMMUNICATIONS & DEVELOPMENT

HERO House NW (2021 - February 2025)

- Mobilized over \$2M in funding through direct solicitations, grant writing, donor relations, and fundraising campaigns, ensuring sustained organizational growth.
- Designed and executed a comprehensive development strategy that integrated grants, major gifts, events, and corporate partnerships into a unified fundraising framework.
- Built and implemented fundraising and communications systems (CRM, project management tools, SOPs, KPIs) that streamlined donor engagement, reduced redundancy, and increased team productivity across multiple sites.
- Elevated organizational visibility through multi-channel communications strategies aligned with national agendas, leading to a 32% increase in web traffic and a 64% rise in social media engagement.
- Strengthened board and stakeholder engagement by delivering strategic reports, fundraising updates, and advocacy messaging that advanced the organization's mission.

COMMUNICATIONS & DIGITAL SYSTEMS COORDINATOR

Public Defender Association (2019 - 2021)

- Partnered with community organizers and leadership (including early Civil Survival initiatives) to design and execute public policy and advocacy campaigns, advancing justice reform at the state and local level.
- Secured and supported grant funding through development of communications, reporting systems, and cross-department coordination, ensuring compliance and strengthening funder relationships.
- Led digital infrastructure and CRM modernization projects that improved donor and constituent data tracking, streamlined internal communications, and enhanced organizational efficiency.
- Helped direct planning and alignment of coalition communications, including new website architecture, resulting in expanded advocacy reach, and targeted constituent and legislative engagement.

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LET'S CONNECT



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CORE COMPETENCIES

- **Fundraising & Development Strategy** – Major gifts, capital campaigns, grant writing, donor cultivation, and stewardship; raised \$5M+ across organizations.
- **Executive Leadership & Organizational Management** – Strategic planning, board governance, and cross-functional team leadership.
- **Advocacy, Public Speaking & Media** – Experienced spokesperson, policy advocate, and coalition partner at local and national levels.
- **Communications & Cause Marketing** – Brand messaging, multi-channel campaigns, and stakeholder engagement aligned with mission goals.
- **Business & Operational Planning** – Budget management (\$800k+), operational strategy, and alignment of organizational goals with funding priorities.
- **Digital Systems & Infrastructure** – CRM development, data dashboards, automation tools, and AI/agent systems to reduce redundancy and increase productivity.
- **Team Leadership & Capacity Building** – Staff/volunteer management, retention initiatives, and training programs that improved retention by 28%.
- **Process Improvement** – Proven record of streamlining operations, implementing KPIs/SOPs, and leveraging technology and AI systems to strengthen infrastructure.

STRATEGIC DEVELOPMENT & COMMUNICATIONS CONSULTANT

Mobilink Telecom & Independent Consultant (2015-2019)

- Led cause-marketing and development engagements; secured \$1.6M to launch a new corporate foundation; supported grants and major-donor pipelines.
- Designed and executed multi-channel brand, communications, and rebrand strategies; built CRM- and automation-driven outreach and stewardship.
- Implemented digital systems (CRM mapping, new tools, SOPs/KPIs/dashboards) to reduce redundancy and increase productivity across teams.
- Advised executive leaders on strategy and operational structure, strengthening cross-sector partnerships and campaign reach.
- Completed a 1-year legal research & writing engagement under counsel (policy memos, contract/supporting research).

EXECUTIVE DIRECTOR

Island Hospital Foundation (2007-2014)

- Raised over \$5M through major gifts, capital campaigns, and grants, expanding organizational capacity and long-term sustainability.
- Built and implemented comprehensive development and communications frameworks that diversified funding streams, improved stewardship, and increased new donor acquisition by 22%.
- Directed an \$800k+ operating budget and multiple cross-functional teams; introduced new donor management systems, data dashboards, and CRM practices that enhanced accountability and transparency.
- Led strategic planning with board members, public officials, and community partners, aligning organizational goals with health equity initiatives and legislative advocacy priorities.
- Served as the public face of the organization, engaging in public speaking, media appearances, and advocacy campaigns that elevated the mission locally and statewide to strengthen stakeholder partnerships.
- Partnered with commissioners, department heads, and medical staff to integrate programs into broader community health strategies, expanding reach and impact.

PROGRAMS, OPERATIONS & MARKETING MANAGER

Giant Campus, Inc. (2005-2007)

- Built and led capacity-building initiatives (training programs, working groups, retention campaigns) that improved staff retention by 28%.
- Directed operations and marketing strategies, launching new project management systems and multi-channel campaigns that increased engagement and secured additional program funding.

SERVICE, TRAINING & SPEAKING ENGAGEMENTS

- **Facilitator & Speaker:** Fundraising, cause marketing, and nonprofit branding presentations at state and regional conferences (2012–2014).
- **Other Certifications:** Capital Campaigns, Grant Writing, Social Media, Board & Volunteer Development, Budget & Financials; **CFRE (2014, exp.)**
- **Service & Affiliations:** Past President of Anacortes Rotary, founding member of Bellevue EARC Rotary Club