

# ADAM EISENDRATH

(415) 385-5750 • adam@adameisendrath.com

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## DEVELOPMENT PROFESSIONAL

### Campaign Building • Donor Development • Strategic Planning • Grant Writing

Nonprofit professional with 8+ years' experience in developing community outreach programs, devising effective marketing strategies and budgets, and organizing large-scale fundraising events. Demonstrated success in leading fundraising initiatives, researching/writing grants, planning budgets, and spearheading website development. Proven background in affordable housing policy arena and nonprofit development. Committed to leveraging policy-change advocacy background and dedication to social change to impact new initiatives in the community. Fluent in French.

## KEY SKILLS

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Interpersonal Communications • Donor Relations • Fundraising • Marketing Strategies • Community Outreach • Data Mining • Grant Research & Writing • Team Leadership • Program Management • Advertising • Branding • Social Media • Membership Acquisition/Retention • Board Development • Event Management • Website Design

## EXPERIENCE AND ACHIEVEMENTS

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### ADAM EISENDRATH CONSULTING, San Francisco, CA • 2008-Present

#### Founder and Principal

Leverage nonprofit sector expertise to advise an environmental advocacy group and other clients on fundraising, social networking, marketing, and community outreach. Utilize technology and data resources to improve clients' efficiency and productivity. Provide hands-on support in mission statement development, board formation, bylaw creation, brand awareness, grant writing, development campaigns, constituent base expansion, and lead generation.

- LEAGUE TO SAVE LAKE TAHOE (Region's largest environmental advocacy org.): Played key role in visitor outreach by developing website. Led search for webmaster with green focus, defined message, and clarified vision for dynamic map highlighting lake conditions and environmental news.
- A GOOD IDEA SF: Contributed to seeking start-up funding for social-change charity by writing mission statement clarifying brand and objective. Drove social-networking fund development.

### CONGREGATION KOL SHOFAR, Tiburon, CA • 2008

A Marin County-based conservative synagogue.

#### Director of Membership and Programs

Harnessed membership acquisition expertise to help struggling synagogue retain and acquire members. Directed community advertising, created and managed programs, and coordinated up to 20 volunteers.

- Strengthened linkage between donor development and program development
- Garnered 2 J.Weekly Magazine Annual Awards in 2008, for Interfaith and Young Adult Programming

### CALIFORNIA HOUSING CONSORTIUM, San Francisco, CA • 2007

A nonprofit joining public, private, and government sectors to promote affordable housing policy in CA.

#### Development and Research Manager

Undertook financial turnaround by seeking urgently needed funding. Researched grants for statewide affordable housing matters. Developed tiered giving and membership structure. Researched grants for statewide affordable housing matters. Developed tiered giving and membership structure to incentivize repeat donors. Researched sustainable building practices as needed for key policies, including solar cells and HVAC units. Contributed to cost analysis of green building practices and policy trends. Spearheaded marketing, event planning, and grant writing for operating and program funds. Assisted in building new website from ground up. Supervised 1 employee.

*California Housing Consortium, continued...*

- Generated major gifts in corporate sponsorships.
- Grew database contacts by 1K+ by devising and executing development/community outreach strategy.
- Planned and organized 300-attendee, statewide event honoring top housing-policy makers; singlehandedly managed marketing material creation, award design, and guest speaker selection.

**NONPROFIT HOUSING ASSOCIATION OF NORTHERN CA, San Francisco, CA • 2006-2007**

A nonprofit group that gathers all nonprofit housing entities to impact statewide housing policy.

**Resource Development Associate**

Researched and wrote grants for grassroots efforts targeting sustainable building practices and affordable housing availability and development. Undertook membership outreach program creation and communicated with statewide grassroots policy groups. Interfaced with prospective donors and members. Supervised 1 employee.

- Generated \$100K in grant revenue through effective grant management.
- Planned and organized 500-attendee fall housing conference for developers, funders, and policy makers.

**CONGREGATION EMANU-EL, San Francisco, CA • 2006**

The U.S.'s 5th-largest reform synagogue, serving 2.7K+ families.

**Special Projects Manager**

Selected to plan major membership outreach event to connect with San Francisco's unaffiliated Jewish community; developed website, branding, marketing materials, and road banners. Organized volunteers for 75+ events, involving daily programs. Orchestrated all event logistics, including participant payments, program materials, and participant follow-up. Coordinated 40+ volunteers and 5 clergy members.

**FRIENDFINDER NETWORKS / MEDLEY INC., Palo Alto, CA • 2005-2006**

An online dating company with diverse niche-dating sites.

**International Affiliate Marketing Manager**

Identified and pursued affiliate opportunities for webmasters worldwide. Supported webmasters in increasing site traffic via design strategies, advertisement techniques, images, and SEO. Devised and executed international marketing campaigns tailored to specific regions and webmaster objectives. Designed banners for niche markets in French and English. Managed all French webmasters/accounts. Oversaw 3K affiliates; supervised 1 employee.

- Spearheaded design of 500 banners for FriendFinder niche-dating sites.
- Secured 1K new affiliates.

**THE EXPLORATORIUM, San Francisco, CA • 2002-2005**

A science museum with 300K sq. ft. of exhibition space; founded in 1969.

**Bilingual Executive Assistant**

Supported executive director in planning community events, liaising among staff and administrators, and organizing visits from high-profile prospective board members and donors. Created budget and managed logistics for numerous site studies. Contributed to planning annual Awards Gala focused on fundraising.

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**EDUCATION AND PROFESSIONAL MEMBERSHIPS**

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**M.A., Nonprofit Administration, University of San Francisco**

*Thesis: Membership Acquisition Strategies in Bay Area Reform Synagogues*

**B.A., French Literature and Civilization, University of Wisconsin-Madison**  
Development Executives Roundtable • Association of Fundraising Professionals