



NETZEL GRIGSBY
ASSOCIATES

Landing the Right Development Position

A workshop for fundraising professionals entering the job-search marketplace

Presented by Netzel Grigsby Associates (NGA) via Zoom
June 29, 2021 11:00 a.m. to 12:30 p.m.

There is a high level of turnover in the fundraising profession. You've probably heard that the average tenure of a fundraiser is 16 to 18 months. If you are looking for a new development position, that's good news and bad news. The good news is opportunities abound. Many non-profits are trying to fill open positions right now. The bad news is not only do you have a lot of competition, but the high turnover rate also suggests a troubling underlying problem—a disconnect between the expectations of organizations and the fundraisers they hire.

In our work providing fundraising counsel to hundreds of non-profits over the years, we have experienced our share of development teams in action. We recognize factors that contribute to a good hire and subsequently the success of the development team. As trusted advisors, our clients often ask us to draw upon our experience and networks to conduct executive searches on their behalf. Onboarding new development team leaders and members who can meet and exceed fundraising goals has become an important way we help our clients advance their missions.

The purpose of this workshop is to share what we have learned and the experiences we have gained along the way. Special guests will join us as we discuss how to explore and evaluate career opportunities, utilize your professional network, standout in the application process, and make a great impression. If you are ready to make a change, we invite you to join us. We want to contribute to the success of your next career move.

No registration fee but advance signup required. Registration link: <https://tinyurl.com/NGAJune>
Presented by Netzel Grigsby Associates (NGA) featuring:



Rebecca Bassin

Leadership & Life Coach

Rebecca is an experienced leader, fundraiser, and coach. She is trained and certified as a coach through the Co-Active Training Institute and holds her ACC through the International Coaching Federation. She specializes in helping professionals become the leaders they aspire to be, regardless of their external environment. Through the coaching process, she helps her clients identify goals, remove barriers, and unlock their true potential to have the career they desire.

Rebecca has an extensive professional foundation having led teams, redesigned departments, planned high-profile events, and raised tens of millions of dollars for essential missions. Throughout her 20-year tenure in fundraising, she navigated complex structures while exceeding goals at Harvard University, Planned Parenthood of Pasadena and San Gabriel Valley, and on political campaigns. She attributes her successful development career to implementing cultures of philanthropy, championing donor centric fundraising models and trusting herself to meet the needs of the donor and the organization.



Monica Lee Copeland, MFA, CFRE

Chief Development Officer

Planned Parenthood Pasadena & San Gabriel Valley

Monica Lee Copeland, MFA, CFRE is a proactive fundraising and marketing senior executive with 20+ years of team-centered business management, tech savvy marketing, and donor-focused development experience. During her career, she has secured over \$250 million in private equity and philanthropic fundraising. Monica is a consummate relationship builder and uses her network to champion good causes, promote innovative solutions that improve the human condition, and mentor young professionals committed to leadership and change.

Previously, she was the Chief Development Officer for the Cerritos College Foundation, Chief Marketing Officer for Stone Ally, and Chief Executive Officer of MLC & Company where she led fundraising initiatives for KidSave International, the Pasadena Pops Orchestra, and Agape International among others.

Committed to volunteerism, Monica serves as a board director for the Cerritos Chamber of Commerce, the Artesia Chamber of Commerce, and the Foothills of Los Angeles Alumni Association of Kappa Kappa Gamma. She is an active member of the Association of Fundraising Professionals (AFP), Association of Writers and Writers Programs (AWP), McDermott & Bull Executive Network, and the CMO Club. Monica is a Certified Fundraising Executive. She holds an MFA in Writing from Vermont College of Fine Arts and a BA in Arts and Sciences from Northwestern University. She is an advocate of adoption, health equity, higher education, and sustainable living.



Cody J. Grigsby

Vice President

Netzel Grigsby Associates

Cody brings genuine connection and creative solutions to help his clients realize their greatest potential while making a lasting impact on the communities they serve.

Cody joined the firm in 2013 after a successful career as an international humanitarian with the Department of Defense and has more than seven years of development experience. Cody's passion for cultural diversity, animal welfare, environmental preservation, and human rights inspires his work with NGA. Cody's experience ranges from multi-

million-dollar capital campaigns and major gifts to annual campaigns, goal feasibility studies, executive search, and communications services.

Cody serves on the Association of Fundraising Professionals (AFP) San Diego Chapter Board of Directors as Vice President Elect, Resource Development, and is the Public Relations and Communications Chair for the chapter's annual National Philanthropy Day, one of the largest and most successful celebrations of philanthropy in the nation.



Yvette Herrera, CFRE

Vice President
Netzel Grigsby Associates

Yvette Herrera conducts executive searches, provides interim staffing, and develops and implements annual and capital campaign strategies, motivating and training staff and volunteers. Recent projects include capital campaigns for Special Olympics Southern California (\$10 million), Villa Esperanza Services (\$11.5 million), Mirman School (\$12.5 million), and Bel Air Church (\$14 million).

Prior to joining NGA, Yvette served as director of philanthropy and community engagement for the Burbank Community YMCA and as a director of planning at the United Way of Greater Los Angeles. She was also a principal of HT Group, a marketing consulting firm that worked with non-profits and small businesses. She is a Certified Fund Raising Executive (CFRE).

In 2010, Yvette was recognized as 29th Congressional District Woman of the Year. In 1993, she was selected as Big Sister of the Year by Big Brothers, Big Sisters of America. She has co-chaired Asian Pacific Heritage Month for the City of Los Angeles and is a graduate and past board president of Leadership California, past president of Family Promise of the Verdugos, incoming board president of the Greater Los Angeles Chapter of the Association of Fundraising Professionals.