

R. KEVIN SMYRL

PROFESSIONAL SUMMARY

Accomplished advancement professional and team leader with a wide range of fundraising experience including team building, managing trustee relationships, principal and major gifts, corporate and foundation relations, annual giving, direct mail, and gift planning.

Oxford College of Emory University: Chief Development Officer (Associate Dean) 2014-Present
(Promoted from DOD, Major Gifts to CDO/Assistant Dean in September 2007) 2006-2012

Manage all advancement and alumni engagement efforts for Oxford College of Emory University. Set strategic direction of all principal and major gift activities. Oversee annual fund strategy, fundraising events, as well as gift planning, and corporate and foundation efforts. Coordinate college's collaboration with other departments in large, complex university including marketing, corporate and foundation relations, planned giving, research, prospect management and other schools and units. Serve with college dean (chief executive) and other senior administrators on dean's five-member cabinet to set strategic direction and long-term goals for Oxford College. Lead development team of six.

- Currently managing \$80M+ comprehensive campaign. On pace to exceed goal two years early.
- Elevated fundraising program from \$4M annual average to \$10M annual average.
- Consistently exceed annual college fundraising, project, and donor goals.
- Serve on University Advancement Senior Leader Team.
- Mentor multi-generational staff in all aspects of advancement operations.
- Manage portfolio of 80+ principal and major gift donors and prospects.
- Managed relationship and complex process that led to largest gift in college history (\$23.5M)
- Presided over multiple record-setting fundraising years.
- Managed seven-year campaign (2005-2012) with goal of \$40M.
- Cultivated and solicited the largest gifts from individuals in college history. Gifts range from \$12M-\$3M.
- Served as leader on college strategic planning committee in 2016-2017.

Oglethorpe University: Vice President, Development and Alumni Relations 2012-2014

Served as senior administrator for Oglethorpe University reporting to the President and member of the President's cabinet. Was responsible for strategic direction, planning and execution of all fundraising and alumni relations initiatives including major gifts, annual fund, alumni relations, development services, and events and conferences. Managed and mentored staff of 12-15.

- Planned and executed \$50M comprehensive campaign.
- Reorganized department with metrics driven focus on major gifts, dollars raised, and contact goals.
- Cultivated and solicited largest single cash gift in history of university (\$1M).
- Cultivated and solicited largest gift from an individual in history of university at that time (\$3M).
- Cultivated principal gift prospect who eventually made \$50M transformational gift.
- Managed relationships with trustees, principal gift donors, and other high level university friends.

Legacy Management Group: Regional Director 2005-2006

Managed all aspects of three professional athlete based non-profit organizations in Georgia and Florida. Served as Executive Director which included all fundraising, programming, and special event activities. Helped build company's overall regional presence, including company's regional event management services.

- Built two non-profit organizations from the earliest stages.
- Built Board of Advisors for all organizations consisting of C-level and senior business leaders from each community. Each board had approximately 12 members.
- Created each foundation's strategic plan from scratch with input from athlete client and volunteer boards.
- Signed several major, managed event clients in southeast and southwest regions.

The Empty Stocking Fund: Development Director**2002-2005**

Served as chief fundraiser for local Atlanta non-profit that served approximately 50,000 underprivileged children. With Executive Director, was responsible for budget of \$1.3M utilizing a variety of fund-raising techniques which included: cultivating new corporate sponsors, upgrading existing corporate sponsors, seasonal direct mail campaign, project management for two major special events, and researched, solicited, and authored foundation proposals. Often worked and negotiated with C level executives through volunteer board of directors, sponsors, and potential sponsors.

- Coordinated logistics for over 3500 JROTC cadets and volunteers at 45 different locations throughout metro Atlanta for annual Drive Day Campaign: Included food donations and delivery, money collection and counting procedures, and law enforcement personnel. Consistently increased project revenue by 5-10% on average annually.
- Managed over 85 participating corporations in annual "Sponsor A Child" workplace giving campaign. Consistently increased number of participants and project revenue by 10% or more annually.

PROFESSIONAL TRAINING: (sampling, not all-inclusive)

Advancement Training Courses:

- The Art and Science of Donor Development (2-month series)
- Discipline of Frontline Fundraising (3-month series)
- Leveraging Academic Partnerships to Engage the Donor with Transformational Ideas for Impact

Leadership Training Courses:

- Situational Leadership (3-part series)
- Building and Sustaining Trust (2-part series)
- Communicate and Connect Through Conversation (2- part series)
- Delegation: Engage and Empower People
- Managing Multi-Generational Workforces

Diversity, Equity, and Inclusion Training Courses:

- Building Supportive Communities: Clery Act & Title IX
- Microaggressions Workshop
- Recognizing and Dismantling White Supremacy Culture at Work
- Americans with Disabilities Act: Dispelling Myths and Combatting Stigma
- Violence in the Workplace for Managers

EDUCATION:

Bachelor of Science in Recreation Administration (emphasis in Therapy), Georgia Southern University, 1996
(Course of study included: Management, Economics, Public Administration, and Project Management)

PERSONAL:

SSSF Certified Clay Target Coach

High-School Varsity Clay Target Coach (volunteer)- George Walton Academy, Monroe, GA

Middle-School Clay Target Coach (volunteer)- George Walton Academy, Monroe, GA

Finance Council Member, St. Oliver Plunket Catholic Church, Snellville, GA