



# Simplifying the complexities of technical gift planning to deliver results

## CHRISTINA ATTARD

Senior Development Professional

306.761.0887

Christina@christinaattard.com

<http://ca.linkedin.com/in/christinaattard>

### Making the "Aha Moment" Happen

Creating clear philanthropic strategies that enable individuals to help

- **Achieved personal fundraising goal of \$6M+ annually in gift expectancies and topped goal with \$8M in 2008**
- Constant relationship building activity with 100+ prospect contacts annually
- Completed rigorous professional development and field experience to create high standard of technical expertise
- Engaged listener who can make connections between client needs and opportunities

### Charting a Path Forward – The Art of the Possible

Strategic thinking leading to executing answers that achieve results

- **Designed and led new direct mail legacy campaign that secured \$7M+ annually**
- Committed to annual and monthly planning strategy sessions
- Managed new Charitable Gift Planning program for federated college at University of Toronto
- Managed annual "New Millennium Golf Classic" for federated college (U of T) which raised \$205,000 net in 2005

### Spreading the good news

Story telling is the key to building engagement

- Demonstrated a commitment to **communicating personally with each new donor** to say "thank you" and by being in touch at least once per year
- Contributed articles and research to semiannual gift planning newsletter and created brochures and information pieces
- Presented training sessions to colleagues as well as offering one-on-one consultations to strengthen sales force by creating partnerships

#### Employers

Queen's University	2006-10
University of Toronto, St. Michael's College	1999-06

#### Professional Development and Education

US Gift Planning Certificate	2009
CAGP Advanced Gift Planning Certificate	2007
Hon BA, University of Toronto	2003

- A proven nonprofit professional with a **decade of experience**
- Member of first graduating class of the Canadian **Advanced Gift Planning Course**
- Ability to **simplify complex technical concepts** to create persuasive proposals
- Outstanding client centered **relationship building** skills
- **Goal-oriented** professional who consistently meets or exceeds targets
- Focus on **strategic programs**
- Highly developed **written and verbal communication** skills – comfortable with public speaking
- Believer in **integration and collaboration** within organization
- **Creative thinking** applied to marketing and communications and business processes
- Pursuing **insurance and investment** licensing

*"Christina and I worked closely on a number of donor visits and cultivation projects [...] She is very knowledgeable about the details of various modes of tax-efficient giving and is able to explain them in a way that translates easily into donor conversations. I sought her expertise often in helping Queen's alumni achieve their philanthropic goals and would not hesitate to call her again."*

**Lisa Woodcock,**  
Faculty Advancement Officer, Queen's University

*"Dear Dr. Always,  
It was certainly a pleasure this morning to have Christina Attard visit me. She is a lovely young woman who represents your community well."*

**V. Thompson**  
Donor