

BOB GRAGSON

1281 East Magnolia, Unit D-225
Fort Collins, CO 80525
<http://www.gragson.com>

bob@gragson.com
Cell: 707-367-7319

STRENGTHS

Nonprofit Management... Business Management... Leadership

22 years experience as nonprofit chief executive officer. In-depth generalist knowledge and skill in all non-profit operations. 7 years experience as volunteer community organizer. Catalytic leader. Creative problem solver. Capable administrator and public speaker. Politically astute. Computer administrator. Former business owner.

EDUCATION

MBA, Entrepreneurship (2009)

Walden University, Minneapolis, MN

Graduate Studies (54 credit hours), Public Administration (1984-88)

The Evergreen State College, Olympia, WA

BA, Business Administration and Philosophy (1976)

Furman University, Greenville, SC

EXPERIENCE

UNITED WAY OF LARIMER COUNTY, Fort Collins, CO Resource Development Director

May 2010 - Present

Responsible for supporting, monitoring, evaluating, developing, and leading United Way's year-round \$5 million+ workplace fundraising efforts. Oversee 2 full-time and 2 part-time staff.

COMMUNITY GROUNDWORKS, Madison, WI

Sept. 2007 – Mar. 2009

Executive Director

Responsible for overall management including fundraising, budgeting, planning, operations, board and public relations, networking, advocacy, program development, and 26-acre organic farm and community garden site. Oversaw 4 full-time staff and 7-10 interns.

- Led planning process transforming organization from a local grassroots organization to a regionally-oriented gardening and farming community education agency with broader vision and mission
- Overhauled financial reporting system improving financial management
- Established fund development, nominating, planning, and finance committees
- Developed fundraising plan to diversify revenue streams
- Developed organization's first e-commerce website
- Developed, wrote, and edited two email newsletters doubling subscriptions to 1,600

SOLAR LIVING INSTITUTE, Hopland, CA

Mar. 2003 – Sept. 2007

Executive Director

Responsible for overall management including fundraising, budgeting, planning, operations, board and public relations, networking, advocacy, program development, and 12-acre site. Oversaw 9 full-time and 1 part-time staff and up to 25 interns annually. Administered budget of over \$850,000.

- Decreased annual deficit \$65,000, or over 85%, in first year, eliminated deficit in 3 years, and generated \$100,000 surplus by fourth year
- Developed, maintained, and promoted original e-commerce site with over \$350,000 annual gross sales of workshops, memberships, donations, and books
- Managed systems upgrade to integrate website, ecommerce, and back office database operations to improve productivity and prepare for future growth
- Developed, wrote, edited semi-monthly e-newsletter (increasing circulation from 2,000 to 21,000) to increase sales revenue
- Reduced annual insurance cost by \$10,955, over 40%, with no coverage reduction
- Developed web-based flood relief campaign raising \$80,000 in 6 weeks and managed 5 restricted flood funds for rebuilding site and intern village (2006)
- Eliminated property taxes through welfare exemption with Board of Equalization

- Expanded mailing list by over 25,000 names, or 300%, by establishing registration stands on site, and through festival outreach events and website registrations
- Developed monthly continuous giving program to broaden revenue streams
- Initiated first organizational independent audit
- Created first fundraising plan to increase revenue and revenue streams
- Wrote organization's first personnel policies, initiated first safety program, developed first organizational investment policy, improved budgeting, and established agency's employee health insurance program

GRAGSON.COM

Apr. 1998 – Mar. 2003

Web Developer

Developed and maintained websites for Wild Goats Coffee & Café (1998-2003), Streetsboro Chamber of Commerce (1998-2000), Streetsboro Visitors and Convention Bureau (1999-2000), Portage County Literacy Coalition (1998-2000), and United Way of Portage County (1998-2003).

DANCING GOATS, INC. (Wild Goats Coffee & Café), Kent, OH Nov. 1996-Mar. 2003

Vice President (Owner)

Managed IT, website, ecommerce sales, and early morning operations of family business.

UNITED WAY OF PORTAGE COUNTY, Ravenna, OH

Nov. 1995 – Mar. 2003

President and CEO

Responsible for overall management, fundraising, fund distribution, communications, community building, and program development. Administered budget of \$1,180,000. Supervised 6 full-time and 2 part-time staff. Maintained LAN with 10 workstations.

- Led \$108,281, or 10.1%, increase in fundraising in 5 years
- Obtained \$25,000 matching grant for leadership giving program
- Created volunteer center to broaden organizational focus and appeal
- Designed/implemented program funding to improve fund distribution system
- Initiated community needs and assets assessment to focus fund distribution process
- Coordinated media strategy to raise visibility and promote effective public relations
- Implemented strategic planning process for more organizational direction
- Established "open door" policy to facilitate office communication among staff
- Upgraded computerization to increase productivity and data utilization
- Developed/maintained website and produced email newsletter distributed to 2,000

UNITED WAY OF CHAVES COUNTY, Roswell, NM

July 1991 – Oct. 1995

Executive Director

Responsible for overall management, fundraising, fund distribution, communications, and program development. Administered budget of \$665,000. Supervised 2 staff and coordinated over 150 volunteers.

- Provided \$100,000 of in-kind gifts to local nonprofits with gifts-in-kind program
- Managed \$35,000 federal grant starting child sexual assault victim interview program
- Conducted 25-hour planning process for a community agency in financial trouble
- Initiated development of 5-county CFC reducing costs and increasing revenue 60%
- Increased visibility with 500+ yard signs/banners
- Established staffed leadership giving program
- Decreased expenses by 8% in first 2 years and facilitated first planning process
- Initiated Youth United Way resulting in \$500 in fundraising, 29 students attending agency tours, and 7 students allocating \$2,319 in program's first year

UNITED WAY OF LEWIS COUNTY, Centralia, WA

Mar. 1987 – July 1991

Executive Director

Responsible for overall management, fundraising, fund distribution, communications, and program development. Administered budget of \$370,000. Supervised 3 staff and 5 loaned executives. Coordinated over 100 volunteers. Increased revenues \$139,000, or 60%.

- Started volunteer center (3 grants) creating stronger community volunteer programs
- Founded leadership giving club (91 members/12% of total revenue in first year)

- Created assistance fund and raised over \$19,000 to respond to county flood
- Improved financial stability by creating initial reserves of \$32,000, initiating financial audits, and implementing financial statement and budgeting changes

THURSTON COUNTY COMMISSIONERS, Olympia, WA Jan. 1987 – Feb. 1987
Budget Intern

AWARDS

2008/2009 MBA Program Project Award for new venture business plan, “Life Beyond Oil”
 -- Walden University School of Management (2010)

ADDITIONAL EXPERIENCE

Public Speaking

- *Valley Voices Toastmasters*, Roswell, NM (President, Club Specialist, 1994-95)
- *Roswell Noonday Toastmasters*, (1991-94; President, 1992; First Place, Div. E, Dist. 23 International Speech Contest, 1992; Chairman, PR Committee, Dist. 23 Conference Planning Committee, 1992; Judge, Dist. 23 Reading Contest, 1993)
- *Chehalis-Centralia Toastmasters*, (1987-91; President, 1991; 2nd Place, Dist. 32 Int'l. Speech Contest, 1991; Chairman, Registration, Dist. 32 Conf., 1991)

Community Organizing

Central America Action Committee, Olympia, WA (Coordinating Council, 1983-85)

- Created and coordinated citywide canvass campaign and phonebank fundraiser

Friends United for Safe Energy, Greenville, SC (Coordinator and Spokesperson, 1978-79)

- Conducted live TV/radio interviews and organized press conferences
- Organized two citywide, four-day speaking/media tours for out-of-town speakers
- Organized 43-passenger, 500-mile bus trip to event of 100,000
- Liaison to statewide organization and national conference

Community Involvement

- *Rotary Club of Fort Collins Breakfast* (Member, 2010-Present)
- *The Growing Project* (Board of Directors, 2010-Present)
- *Rotary Club of Madison* (Member, 2008-2009)
- *Greater Madison Chamber of Commerce* (Member, 2008-2009)
- *Rotary Club of South Ukiah* (Secretary, 2004-2006; Member, 2003-2006, Triathlon Committee (Bike Race co-chair and chair), 2004-2006; booked 17 programs)
- *Greater Ukiah Localization Project - GULP* (Steering Committee, 2005-2006)
- *Kent Rotary Club* (1996-2003; booked 14 programs; 2 years perfect attendance)
- *Streetsboro Chamber of Commerce* (President, 1998; Board of Directors, 1996-99)
- *Chaves Co. Emergency Food & Shelter Board*, Roswell, NM (Chairman, 1992-95)
- *Chaves Co. United Literacy Action Coalition*, Roswell, NM (1992-95; Convener, 1992; Chairman, Grant Development Committee, 1993-94)
- *Roswell Rotary Club* (1991-95; Chairman, Membership Development., 1992-95; recruited 16 members; Foundation Board, 1993-95; 4 years perfect attendance)
- *REACH 2000*, Roswell, NM (1991-95; Exec. Committee, 1993-95; Treasurer, 1994-95; Chairman, Admin. Committee, 1994-95; Planning Facilitator, 1994-95)
- *Job Service Employers Council*, Roswell, NM (1991-95; Treasurer, 1993-95)
- *Job Service Employers Committee*, Lewis County, WA (Chairman, 1988-91)
- *Centralia Rotary* (1987-91; recruited 7 members; Chairman, Membership, 1990)
- *Thurston County Literacy Council*, Olympia, WA (President, 1983-84)

Professional Training

- Building Your Business: Implementing the United Way Brand Strategy (2002)
- Major Individual Gifts Development (1997)
- National Conference on Philanthropy and Development (1995)
- Group Facilitation Methods, Institute of Cultural Affairs (1994)
- IBM Transformational Leadership (1993)
- Financial Management for Non-Finance Personnel (1988)
- The United Way System: The Role of the Professional (1987)

Other

- Candidate: Ukiah (CA) City Council (2004)
- Candidate: Kent (OH) School Board (2001)
- Treasurer, two city council campaigns (1984, 2001)
- County Coordinator, two presidential campaigns (1999, 2000)
- Leadership Portage County (Class of 1997)
- United Way South Central Regional Council (1994-95; Co-Chair, Training, 1995)
- NM First (Participant, 9th NM Town Hall: "Financing NM Government," 1992)