



With nearly 20 years of non-profit fundraising, communications, and marketing experience, Laura Huth has worked on a wide array of organizational development issues including individual donor campaigns, major donor efforts, endowment and capital campaigns, fundraising and strategic planning. Her work includes developing outreach and marketing tools and communications campaigns to support them all. Her work has propelled the creation of new organizations and breathed new life into older ones.

Laura is an award-winning consultant and trainer who specializes in the art of story-based communications and fundraising, using words creatively to invest communities, constituencies, and clients deeper into the work of non-profit organizations. Her artistic eye melds stories with photos and graphics, creating inspiring, clear, exciting materials that draw in donors and increases their investment, attracts new volunteers, commands foundation interest, and gets the media's attention.

Laura began her non-profit career at age 24 by founding the Illinois Student Environmental Network, a statewide training organization serving college students on over 125 Illinois campuses. She served as director for 10 years, working with students on fundraising, creating strategic plans, expanding group memberships, writing grants, using the media as a tool for outreach, and developing communication tools for group efforts. Through the clever use of then-emerging technologies such as electronic newsletters and the World Wide Web, the group's membership rose from 60 students to almost 4,000 and fundraising grew exponentially.

In 2004, Laura assumed the role of Executive Director of Habitat for Humanity of Champaign County. There she led an effort to revamp the organization's outdated website, developed a very successful fundraising plan, and created a bi-weekly electronic newsletter to keep in touch with donors and volunteers. She also developed a quarterly newsletter and developed an organization-wide marketing and communication plan. Her ideas for low-cost communications and fundraising techniques and simple outreach tools turned the near-broke organization into an award-winning powerhouse in under three years, increasing revenues overall by 1,000% and homebuilding by 100% each year she was at the helm.

From 1997-2004, Laura served on the Urbana City Council, elected twice to represent more than 5,000 residents in east Urbana. The ward she represented is the largest and most diverse of seven city wards, and includes an array of mixed housing types, people of various income levels, students, professionals, and laborers, the downtown of the community, an airport, the county seat buildings, and several factories. During her eight-year tenure, she was a strong voice for her diverse constituency and ward. As a community leader on council, she co-founded several grassroots community groups to preserve neighborhoods and community character, working with each to fundraise and develop outreach and membership plans.

As President & CEO of **do good Training & Consulting**, Laura specializes in creative and affordable fundraising and marketing techniques to boost organizational revenues, increase volunteer engagement, reach out to new constituencies, and interest local businesses and the media in non-profit work. In 2008, Laura was named the Female of the Year by the *Central Illinois Business* magazine. In 2009, **do good Consulting** was recognized by the Champaign County Chamber of Commerce as the Small Business of the Year. In 2009, Laura was also awarded the Lisa Mauney Outstanding Fundraising Executive distinction from the Association of Fundraising Professionals of East Central Illinois.

She is a graduate of Bradley University in Peoria, Illinois with a degree in Political Science/Pre-Law and Sociology. She is currently writing a book called *...And Other Duties As Assigned*.



201 West Green, Urbana, Illinois 61801  
dogood@dogoodconsulting.org  
www.dogoodconsulting.org  
217-778-1687

## ACCOMPLISHMENTS & AWARDS

**Lisa Mauney Outstanding Fundraising Executive**, *Association of Fundraising Professionals, East Central Illinois* (2009)  
**Small Business of the Year**, *Champaign County Chamber of Commerce* (2009)  
**Doing Good award**, *Orpheum Children's Science Museum* (2009)  
**Woman of the Year**, *Central Illinois Business* magazine (2008)  
**HomeBuilders Blitz Outstanding Communication Award**, *Habitat for Humanity International* (2006)  
*awarded to Habitat for Humanity of Champaign County under Laura's leadership*  
**Environmental Service Award**, *Illinois Environmental Council* (2004)  
**Leadership Award**, *Illinois Student Environmental Network* (2003)  
**EDie Award**, *Great Lakes Executive Director Training Institute* (2002)

## TRAININGS & CERTIFICATES OF ACHIEVEMENT

**Certified Fundraising Executive Review Course**, *Association of Fundraising Professionals* (2008)  
**Institute for Non-profit Excellence**, *Eastern Illinois University Business & Technology Institute & the Lumpkin Family Foundation* (2006)  
**Mini- MBA for Non-profit Organizations**, *Center for Business Excellence, University of St. Thomas Minnesota* (2005)  
**Conflict Management Skills for Woman** (2005)  
**Conference on Leadership Development & Teambuilding** (2005)  
**Principles & Techniques of Fundraising**, *The Fund Raising School, Center for Philanthropy at Indiana University* (2004)  
**Identifying Work Priorities & Setting Verifiable Goals** (2003)  
**Great Lakes Executive Directors Program**, *Institute for Conservation Leadership* (1994, 2002)  
**Organizing for Social Change**, *Midwest Academy* (2000)  
**Planning Matters**, *University of Illinois at Urbana-Champaign* (2000, 2002, 2003)  
**I Speak Out Advocacy Workshop**, *YWCA of the USA* (1999)  
**Illinois State Environmental Education Leadership Clinic** (1999)

## SERVICE

**University of Illinois at Urbana- Champaign Net Impact**, *Organizational Mentor* (2008-present)  
**Two- term elected member of the Urbana City Council** (1997, 2001)  
**Illinois Environmental Council**, *Board of Directors* (2001-2004)  
**Illinois Common Cause**, *Board of Directors* (2003-2004; 2009)  
**Save Our Trees**, *Founder & Campaign Coordinator*, (2001)  
**Illinois Student Environmental Network**, *Founder* (1994)  
**Historic East Urbana Neighborhood Association**, *Co-founder* (1999) (*Governor's Hometown award*, 2007)  
**Junior League of Champaign County**, *member* (2009)  
**Executive Club of Champaign County**, *member* (2009)

