



JESSICA PAULSEN *DIRECTOR, CHICAGO METRO OFFICE*

Jessica Paulsen has worked with organizations that specialize in the arts, health care, education, financial literacy, and basic needs. She has helped organizations make the most of limited resources by creating and managing successful fundraising, marketing, and public relations campaigns. An active volunteer and expert in volunteer management, Jessica helps clients develop programs to recruit, train, and manage their volunteers. In addition, she helps organizations benchmark current performance, evaluate results, and plan for the future.

A lifelong volunteer, Jessica has always advocated for nonprofits and their clients. During college, she began to assume leadership roles in organizations on- and off-campus at Gannon University. After graduating magna cum laude in 2004, Jessica entered the AmeriCorps VISTA program and officially started her nonprofit career.

Jessica's VISTA work took her from Pennsylvania to Chicago, Illinois where she working in marketing and fundraising at the Center for Economic Progress. From there, she moved downstate to pursue other opportunities, including graduate school at the University of Illinois College of Business. During her time in Champaign-Urbana, Jessica continued to strengthen her public relations, fundraising, and volunteer management skills as a staff member at Planned Parenthood of East Central Illinois (PPECI), and later the Eastern Illinois Foodbank, while pursuing her M.B.A. part-time in the evenings.

From increased fundraising revenue to improved community awareness, Jessica's work has helped agencies achieve results locally, regionally, and at a national level. Jessica's creativity and skill helped PPECI launch its public relations efforts to help support a successful capital campaign. Under her leadership, the Foodbank realized its most successful fiscal year ever and exceeded budget goals by nearly 60%.

Jessica's experience in business school has developed a unique perspective on nonprofit operations. Ultimately, she strives to help organizations make the most of their limited resources by approaching their work with a business perspective. In addition to providing proven expertise in marketing, fundraising, strategic planning and volunteer management, Jessica helps organizations focus on efficiency, outcomes and the needs of their clients.

Originally from Buffalo, NY, Jessica and her husband Jeff live in Chicago's Ravenswood neighborhood.

ACCOMPLISHMENTS & AWARDS

Certificate of Appreciation, Servellinois Commission (2009)

Professional MBA Nonprofit Scholarship, University of Illinois (2006-2009)

EDUCATION & TRAINING

M.B.A, University of Illinois (2009)

B.A., Magna Cum Laude, Gannon University (2004)

East Central Illinois Volunteerism Conference, Servellinois Commission (2009)

Adding Planned Giving to Your Program, Feeding America Campaign Resource Center (2009)

Online Fundraising, Feeding America Campaign Resource Center (2009)

Donor Recognition and Giving Councils, Feeding America Campaign Resource Center (2009)

Strategic Planning for Fundraising Programs, Feeding America Campaign Resource Center (2009)

Social Entrepreneurship Summer Institute, University of Illinois (2008)

PPNOVA Building Bridges Annual Volunteer Network Conference (2006)

Direct Marketing for Nonprofits, Chicago Association of Direct Marketing (2005)

Axelson Center for Nonprofit Management Annual Symposium, North Park University (2005)

Basic HTML, IT Resource Center (2005)

Macromedia Dreamweaver Introduction, IT Resource Center (2005)

PreService Training, Corporation for National and Community Service (2005)

SERVICE

StreetWise (2009)

East Central Illinois Volunteerism Conference (2009)

Champaign-Urbana Theatre Company (2006-2009)

Leukemia & Lymphoma Society Team in Training (2008)

Champaign County Habitat for Humanity (2008)

Urbana Park District (2008)

United Way of Champaign County, Council for Volunteerism (2006-2009)

Chicago Improv Festival (2005-2006)

Chicago Humanities Festival (2005)

AmeriCorps VISTA (2005)