



Manda Moore <mandaleighmoore@gmail.com>

---

## Incentives Contract

5 messages

---

**Manda Moore** <mandaleighmoore@gmail.com>  
To: jennifer@pensacolahumane.org

Tue, May 12, 2020 at 1:32 PM

Jennifer,

I took the incentives contract I had with PAWS and created a mock-up..

It could be more or less like this to give you an idea.

I'm open to different terms etc. Really hopeful this all works out and we finally get to work together and do big things!!

I am compiling a list of all donors, trusts and foundations that give to our area for animal causes and creating files on each (for grants, asks and appeals).

Looking into TNR funding opportunities as well.

Thanks and keep my posted!

All good things,

Manda Moore

[mandaleighmoore@gmail.com](mailto:mandaleighmoore@gmail.com)

850.686.9115



**PHSincincentives.pdf**

38K

---

**Jennifer Bitner** <jennifer@pensacolahumane.org>  
To: Manda Moore <mandaleighmoore@gmail.com>

Wed, May 13, 2020 at 7:44 AM

Got it! I am going to start working on all of this tomorrow. I hope to communicate with the Executive Committee as early as Monday. 😊

Jennifer Bitner

Executive Director

Phone: [850-339-2149](tel:850-339-2149)

[Jennifer@pensacolahumane.org](mailto:jennifer@pensacolahumane.org)

-

**Love. Adopt. Advocate.**

[pensacolahumane.org](http://pensacolahumane.org)

[facebook.com/pensacolahumanesociety](https://www.facebook.com/pensacolahumanesociety)

**High Quality, Lower-Cost Spay & Neuter Clinic**

Exhibit 3

Visit <http://pensacolahumane.org/spay-and-neuter-resource/> for more information or call 850-898-3380

[Quoted text hidden]

---

**Manda Moore** <mandaleighmoore@gmail.com>  
To: Jennifer Bitner <jennifer@pensacolahumane.org>

Wed, May 13, 2020 at 1:51 PM

Sounds good; I have a letter from Andrea, getting Woofy's, waiting on Rachael Gillette and Jim Reeves too all agreed  
Would it be helpful to show a stats sheet of what I accomplished at paws and in general?

Manda

On May 13, 2020, at 7:44 AM, Jennifer Bitner <jennifer@pensacolahumane.org> wrote:

[Quoted text hidden]

---

**Jennifer Bitner** <jennifer@pensacolahumane.org>  
To: Manda Moore <mandaleighmoore@gmail.com>

Wed, May 13, 2020 at 2:54 PM

It would totally!

[Quoted text hidden]

---

**Manda Moore** <mandaleighmoore@gmail.com>  
To: Jennifer Bitner <jennifer@pensacolahumane.org>

Wed, May 13, 2020 at 4:30 PM

Ok I will put that together; I fingers crossed will have everything together portfolio style by Friday. I can add an action plan (basics) too

Manda

> On May 13, 2020, at 2:54 PM, Jennifer Bitner <jennifer@pensacolahumane.org> wrote:

>



Manda Moore &lt;mandaleighmoore@gmail.com&gt;

---

**Resume, Reference Letters, Action Plan and Stats**

---

**Manda Moore** <mandaleighmoore@gmail.com>  
To: Jennifer Bitner <jennifer@pensacolahumane.org>

Thu, May 14, 2020 at 5:31 PM

Jennifer,

Attached is one file that holds my resume, reference letters, a stats sheet and a 90 day action plan if I were to be hired. Let me know if you want me to add anything or change anything. Thanks and fingers crossed.

--

All good things,

Manda Moore  
[MandaLeighMoore@gmail.com](mailto:MandaLeighMoore@gmail.com)  
850.686.9115 Direct

**ResumeReferenceAction2020.pdf**

3079K

# Manda Leigh Moore

1556 Oak Shore Drive

MandaLeighMoore@gmail.com

Gulf Breeze, Florida 32563

Phone: 850-686-9115

---

## NONPROFIT EXECUTIVE

**-Public Relations/Marketing/Fundraising/Administration/Budget Management-**  
**Extensive success includes 90% fundraising gains, volunteer retention programs and a proven history of media coverage for nonprofits.**

### *Core Knowledge & Skill Areas*

- Advanced skills in community relationship building, Board/Employee relations, fundraising with Major Gifts, public speaking, leadership, budget management, and strategic planning.
  - Proven track record of building partnerships and coalitions among business, government and nonprofit organizations with focus on community outreach initiatives.
  - Grassroots Campaign Design
  - Volunteer Retention
  - Organizational Leadership
  - Media and Press Relations (PR)
- 

## PROFESSIONAL EXPERIENCE

### **Pensacola State College Foundation**

**2019-Contract End Date July 1, 2020**

#### **Director of Development and Campaigns**

- Develops and executes effective fundraising and engagement strategies to create meaningful relationships with internal and external donors
- Develops and implements comprehensive fundraising strategy
- Cultivates and solicits major gifts and sponsorships
- Oversees and sits on a multitude of committees
- Assists with all fundraising activities including events
- Creates partnerships within the community
- Remains current fixture within prominent groups, organizations and societies within community

### **Leverage Las Vegas: Non-profit Consulting Firm**

**2017-Present**

#### **Consultant for Southern Region**

- Major Gifts Negotiations
- Sustainable Programs
- Grants construction and implementation
- Events Management
- Sponsorships
- Fundamental Development

### **Panhandle Animal Welfare Society (PAWS)**

**2017-2019**

#### **Head of PR, Fundraising and Events**

- Oversee all fundraising including grants, capital campaigns, private donors, major gifts and trusts
- Sustainable Program Developer and Coordinator
- Oversee all events
- Manage all social media and website
- Manage all public relations including press releases, appearances and interviews
- Volunteer Coordinator and Retention Agent

### *Key Contributions & Accomplishments*

**\*Launched PAWS umbrella program Commit to Keep** for intake diversion, **I AM PAWS** membership program, **Pawsitive Works program** a partnership with the Boys and Girls Club, and multiple sponsorship programs including for the foster program and renovations.



- \*Increased fundraising gain significantly totaling over 2 million brought in within two years
- \*Accrued 19 grants and counting for the organization totaling \$307,000
- \*Launched A New Run on Life renovation of Fort Walton Beach shelter location with sponsorship plan, donors, grants, trust funding and campaign fund
- \*Created the One by One Initiative for a no-kill status by 2022

**Loss Angeless Clothing: A Nonprofit Clothing Company** 2010-2017  
**Executive Director, Co-Founder and Acting President**

- Head of fundraising and special events
- Head celebrity headhunter for all promotions
- Program Coordinator: Execution of all established programs into Los Angeles area and new program Dreams Closet into Las Vegas
- Leader in daily operations including coordination of all clothing production and wholesale purchasing.
- Overseeing budget development
- Volunteer Coordinator and Retention Agent
- Attend all Board meetings and special events in community

*Key Contributions & Accomplishments*

- \*Launched LAC program Dreams Closet from ground up in Las Vegas in 8 months established 15 partnerships with government agencies, nonprofit organizations, and professional sports teams. Still growing, Dreams Closet has sustainable funding, greater volunteer interaction, and solid media presence.
- \*Increased fundraising gain by 90% in first year of active presidency.
- \*Gained national celebrity spokesmen with an increased awareness of mission statement.
- \*Boosted volunteer retention from 30% to 60% of total by instituting a follow-up plan of action to grow unity and deliver ownership to individual volunteers.

**EDUCATION/PROFESSIONAL LICENSURE/COMMUNITY AFFILIATIONS**

**Texas A&M University 2001**  
 College Station, Texas  
 Bachelor of Science Recreation Parks and Tourism Sciences  
 Strong emphasis on Nonprofits

**Rotary of Gulf Breeze**  
 Member/Secondary Secretary

**Edinburg High School 1997**  
 Edinburg, Texas  
 3-year graduate

**ABWA Emerald Coast Chapter**  
 Member/Chair of Fundraising

**Realtor Sales License 2014**  
 State of Nevada

**Leadership Pensacola 2021**  
 Active Applicant

**Unions: Screen Actors Guild, AFTRA and SAMP**

**AWARDS & PRESENTATIONS**

- Recipient, 2015 Mayoral Accommodation for Community Service with Dreams Closet by Las Vegas Mayor Carolyn Goodman
- Recipient, 2015 Elite Partnership Award delivered by Win Win Entertainment
- Numerous presentations to professional audiences, community organizers, and at special events.

## REFERNCES

### Professional:

Vivian Wright

Owner

Leverage Las Vegas

702-533-2687

[VivianWright10@yahoo.com](mailto:VivianWright10@yahoo.com)

[www.LeverageLV.com](http://www.LeverageLV.com)

Woofy (Richard) Rahilly

Former PAWS Board President/DJ at 99 Rock

850-585-3124

[Woofy@wksm.com](mailto:Woofy@wksm.com)

### Personal:

Aaron Comer

Service Delivery Manager

Reliable IT

713-458-8231

[Acomer@reliableitmsp.com](mailto:Acomer@reliableitmsp.com)

Known over 20 years

Quint Studer

Studer Community Institute

850-780-0882

[Quint@quintstuder.com](mailto:Quint@quintstuder.com)

Mentor for 3 years

# Manda Moore

## Director of Development

### Areas of Focus:

- Major Gifts
- Grant Writing
- Sustainable Programs
- Volunteer Retention
- Action Plan Implementation
- Public Relations
- Events
- Community Partnerships

### Stats Sheet

Total Funding accrued through individual asks independently in the past 15 years: \$18,021,000

Total Funding accrued via team asks/consulting hires (including 2 National Agency Campaigns):  
\$32,000,000

### Accomplishments Regarding Animal Sheltering (Panhandle Animal Welfare Society)

#### Two-year time period

- Created 4 sustainable programs backed by grants, donors and fundraising campaigns (umbrella program Commit to Keep, I AM PAWS, Pawsitive Works with Boys and Girls Club partnership, and A New Run on Life renovation sponsorship program)
- Accrued a total of \$2,000,000 in funding (\$307,000 via 19 awarded grants)
- Accrued a total of \$600,000 pledged donations for future fiscal years
- Created Marketing Platform
- Created Membership Platform
- Created Donor Retention System
- Initiated a Volunteer Appreciation System
- Created a One by One initiative for a no-kill shelter by 2022