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CAROLYN@CAROLYNMAPPLETON.COM

CAROLYN M. APPLETON

SKILLS

Fundraising campaign design and implementation | Troubleshooting and major gift campaign repair | Grant research, writing, stewardship | Advanced prospect research, screenings | Solicitation (with or without volunteer/staff) | Publication development, research, writing and design | Blogging, speech and ghostwriting | Volunteer and donor (executive) management and staffing | Special event design and implementation | Public presentations and educational programming | Public relations and media relations | Digital communications including social media, in-person live reporting, photo and video documentation, setting up and managing social platforms | Basic graphic design and video (Adobe Spark) | WordPress and Tumblr website creation | Microsoft software (including PowerPoint) | CRMs and other tech solutions for nonprofit task and information management | GuideStar and GreatNonprofits | Cloud collaboration | I do all writing and production myself (80+ WPM)

EXPERIENCE

Carolyn M. Appleton, Central Texas – *Independent Contractor*

1983 CAREER BEGAN | INDEPENDENT CONTRACTOR SINCE 1998

- Independent nonprofit fundraising and communications expert with more than 30 years of hands-on experience across Texas. Formal freelance nonprofit fundraising and communications began in the late 1990s in Dallas and continues to this day.
- More than \$33 million raised for professional projects, and more for volunteer projects. Strong emphasis on major gift fundraising, nonprofit infrastructure, troubleshooting and social media.
- Professional projects (most recent first): Port Aransas Art Center | Austin Free-Net | Texas Sealife Center | Freedom Flyers | Texas Search and Rescue | EcoRise Youth Innovations | Corpus Christi Symphony | Daughters of the Republic of Texas | Rob & Bessie Welder Wildlife Conservation Foundation | Episcopal Diocese of West Texas | Texas State Aquarium | Art Museum of South Texas | South Texas Council Boy Scouts of America | King Ranch Institute for Ranch Management | Caesar Kleberg Wildlife Research Institute | Dallas Zoological Society | Nature Conservancy of Texas | University of Texas at Austin | Laguna Gloria Art Museum (The Contemporary Austin) | There are a few other short-term assignments, and if you wish to have more information about those, let me know.

EDUCATION

University of Texas, Austin

- B.A. With Honors (1977) | Middle Eastern Studies, College of Liberal Arts (3.5 GPA) | Languages: French and Arabic | Following the degree, I worked on campus, and took additional coursework that allowed me to secure an additional “minor” in art history, and to enroll in graduate school in the College of Fine Arts
- M.A. (1985) | American Art History, College of Fine Arts (3.9 GPA) | Elected to The Honor Society of Phi Kappa Phi | Recipient of the Meredith Long Scholarship in American Art | Author and co-author of printed publications on American Western Art

AWARDS

Awards for professional work and volunteering have been received from Texas Nature Conservancy, Dallas Zoological Society, Art Museum of South Texas, South Texas Council - Boy Scouts of America, NTEN: Nonprofit Technology Network, NABA: North American Butterfly Association, BRIT: Botanical Research Institute and the Rob & Bessie Welder Wildlife Foundation

PUBLICATIONS AND TEACHING

For a list of publications and presentations since 2010 (in-person and via video conferencing), please see my website's [Media Room](#). Central to my publications and presentations is [Carolyn's Nonprofit Blog](#), launched on WordPress in 2011 and visited by some 200 nations since then. It is designed, composed and managed solely by me. Included are both primary articles on noteworthy topics of long term interest, and posts sharing occasional opinions and advice.

VOLUNTEER ACTIVITIES

I have a lifetime of volunteer experiences. Please see [Carolyn's Nonprofit Blog](#) for a detailed discussion. Current volunteer commitments include NTEN: Nonprofit Technology Network, Citizens' Climate Lobby Austin and ONE Campaign. I also receive inquiries via my blog for guidance regarding nonprofit careers and education, and I lend my advice free of charge as a public service.