



## Tom Wilson

4495 N.W. Malhuer Avenue, Portland, Oregon 97229  
(503) 789-4366 – [Tom@ThomasDWilson.com](mailto:Tom@ThomasDWilson.com)

### Career History

Vice President, **Campbell & Company** (March 2004 to present) – I have been one of the firm's top performers of this 60-member nonprofit consulting firm headquartered in Chicago, Illinois. From my Portland, Oregon office, I have led client engagements throughout the Midwest (Nebraska), Mountain West (Colorado, Utah, Montana, Wyoming, and Alberta, Canada), West Coast of North America (Oregon, Washington, California), and a few Eastern U.S. clients (Ohio and Washington, D.C.).

Starting my fundraising career in the arts, I added deep knowledge of higher education, healthcare, strategic planning, and governance. In terms of giving back I served two 2-year terms as president of the local AFP (Association of Fundraising Professionals) chapter in Oregon and served as co-chair of the Giving Institute's Summer Symposium in 2009 (the Giving Institute is the trade association for fundraising consulting firms focused on the nonprofit sector). Clients highlights include:

- University Hospital Foundation (Edmonton, Alberta, Canada) – I am starting my 4<sup>th</sup> year of work to raise \$120 million for a Brain Centre Campaign (\$50 million philanthropy and \$70 million governmental). I helped the client develop a case presentation with video highlights, tested it through community leadership briefings and market research donor interviews, created and staffed a campaign cabinet, and helped secure 9 cornerstone gifts of \$1 million or more bringing the campaign to its current level of \$30 million in philanthropy. I will be presenting a volunteer fundraising training session at AHP Convene Canada in April 2015 (Vancouver, BC) with the board chair and a UHF vice president.
- PIH Health Foundation (Whittier, California) – PIH hired me 18 months ago to assess why their \$100 million campaign had stalled out. Since then I have helped bring campaign systems to the Foundation, restructure their board, envision and develop their case for support presentation and create an annual giving society, the Circle of Excellence. The Foundation executive director and I will be presenting at the AHP Leading Forward conference in June 2015 (San Diego) on our board transformation work of the past year.
- Trinity Episcopal Cathedral (Portland, Oregon) – this is my second campaign management consultancy with Trinity home to many of the high net-worth Episcopalians of metropolitan Portland.
- El Camino Hospital (Mountain View, California) – I worked with this hospital in the heart of Silicon Valley to develop and test a mental health fundraising initiative and helped new staff leadership begin their work.
- Teton Science Schools (Jackson, Wyoming) – I helped this seven-division education and environmental program structure and achieve its \$25 million endowment campaign.
- Shriners Hospitals for Children – Portland (Oregon) – I helped create their case for support, facilitated participative focus group sessions, interviewed prospective donors to

test their messaging, and prepared a campaign organization that raised more than \$75 million.

- California Dental Association Foundation (Sacramento) – helped this strong professional organization create an annual giving program from 15 donors to nearly 500 through case statement development, testing, and campaigning for access to dental care programs.
- PeaceHealth Southwest Medical Center Foundation (case statement refinement, video production, assisting staff leadership) with an initial goal of \$15 M that we expanded to \$50 million after 2 lead gifts of \$15 million were secured.
- NW Kidney Centers (Seattle, Washington – developed a case statement and financial proforma for a new Kidney Research Institute which led community support for an endowed chair to lead the program to its current level of success.
- Aspen Valley Hospital (Colorado) – worked with staff to test an array of possible hospital projects to determine donor interests
- Hillsborough Schools District (California) – develop and test a capital campaign for this K-8 school district's performing arts center.
- Saint John's Health Center (Santa Monica, California) – came in at the end of a successful \$100 million campaign to develop a second phase campaign of \$125 million through case statement creation and refinement through testing with prospective donors. Our work led to a successful achievement of this second phase of capital acquisition.

President & Founder, **Thomas D. Wilson & Associates** (September 1993 to March 2004) – As head of my own consulting firm, I became credentialed by The Giving Institute (the trade association for nonprofit consulting firms) and worked extensively in Oregon and Northern California with clients the Oregon Symphony, KTEH public television (San Jose), and KCSM public radio (San Mateo, California). I successfully carried numerous clients to Campbell & Company when I joined the firm in 2004.

Vice President for Development, **Oregon Graduate Institute of Science & Technology** 1989 to 1993 (Portland) –I was the first person to raise funds formally for OGI. I took the program from a blank desk to a team of eight staff and success with a \$30 M campaign for annual funds, equipment, programs, and new buildings. Through the campaign we created an giving club, The Quantum Society, as well as a Chief Executive Roundtable that brought together old-line timber and industrial companies with financial and high tech companies. Please note OGI merged with Oregon Health & Science University several years after I left.

Senior Consultant, **Development Management Associates** (Long Beach, California) 1986 to 1989 –I served as resident counsel for a hospital planned giving campaign in Sun City West, Arizona (1986-87). Then the firm transferred me to work on a building campaign for Oregon Public Broadcasting in Portland (1987-89). I came into both of these stalled campaigns as the turnaround artist moving both to goal achievement and Oregon Public Broadcasting to raising the goal to \$15 million. OPB was the first major gifts fundraising campaign for the PBS system. Community leaders and donors active in this campaign helped promote my candidacy for the vice president of Oregon Graduate Institute.

Vice President, **Phoenix Symphony** (Arizona) 1985 to 1986 – My task was to secure 65% of the operating budget from philanthropic donations and corporate sponsorships. I led a staff team of five and managed key civic leaders on our board to achieve our ambitious fundraising goals.

Director of Corporate & Philanthropic Fundraising, **Field Museum of Natural History** (Chicago) 1984 to 1985 – I worked with the vice chair of Sears Co. and a volunteer team of high-level corporate leaders to achieve our funding objectives. I also was the lead grantwriter for all philanthropic foundation approaches for our public exhibits as well as supporting the collections and research of our 40 science curators. One my early proposals was so comprehensive in describing the scope of Field Museum that it became an orientation guide for new board members.

General Manager, Chief Fundraiser, & Assistant Conductor, **Lake Forest Symphony** (Illinois) 1981 to 1984 – Lake Forest is home to many of the top executives of Chicago businesses and therefore this relatively small community orchestra had donors of deep significance in Chicagoland philanthropy. I developed the first systematic fundraising program as well as led a staff of 4 and assisted the music director in music selection, artist management, and rehearsals.

Endowment Campaign Consultant, **Ravinia Festival** (Highland Park, Illinois – summer home of the Chicago Symphony) 1980 – endowment campaign consultant. I was brought into a stalled campaign to match an NEA challenge grant for endowment; the campaign surpassed its goal.

Teaching Assistant, Graduate Fellow, **Northwestern University** 1978-79 & 1979-80 academic years – As part of the my assistantship, I taught undergraduate conducting courses, graduate statistics classes, and supervised student teachers for the music education program at Northwestern.

**Orchestra Director, Mother Guerin High School** (Chicago) 1976-77 & 1977-78 years – in my second year on faculty I was selected to be part of the seven-member faculty advisory council to the principal.

**Part-time Positions** – founding music director & conductor, *McHenry County Youth Orchestra* (Crystal Lake, Illinois) 1979 to 1985 – Editor *ACCENT* magazine (for high school musicians published by The Instrumentalist of Evanston, Illinois) 1978-80 – music director, *Valley Presbyterian Church English Handbell Choir* (Beaverton, Oregon) 1996 to 2002 – band director, *Valley Catholic High School* 1997-98.

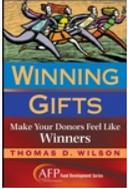
### **Educational Background**

**Northwestern University**, ABD, 1978 to 1980 – toward a doctorate in education (music emphasis).

**Northwestern University**, Master of Music in clarinet performance, 1974 to 1976.

**University of Nebraska – Lincoln**, Bachelor of Music Education, 1970 to 1974.

### **Author**



Recently, 129 nonprofit leaders across America were asked to recommend books that had changed their lives; one was my book – *Winning Gifts: Make your Donors Feel Like Winners* (Wiley & Sons).

You can find articles I write periodically on [www.MajorGiftsGuru.com](http://www.MajorGiftsGuru.com).

### **Presenter, Trainer, & Facilitator**

I frequently present at AHP regional and international conferences, AFP chapter meetings, and CASE regional conferences. I have facilitate strategic planning for numerous organizations, ran board retreats and trained major gift officers for major gift operating support.

### **Personal**

My wife, Susette, and I enjoy sailing on the Oregon Coast in our 35' sloop *Ihlabela*. I also like to observe my wife's new career as a glassblower (Sue's a retired nurse) and the paths the lives of our four children are taking – Suzuki violin teacher, global financial marketing expert, law student and business entrepreneur, and NY City Rockette.