

Justin Rodstrom

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Background Summary

Over the past eleven years, Justin has built a successful track record of non-profit organizational leadership, including staff cultivation; fundraising & product sales management; Board & volunteer engagement; member enrollment campaign leadership; public and corporate relations, and designing innovative programs for families.

Professional Experience

Chief Development & Strategy Officer, Director of Development

Del-Mar-Va Council, Boy Scouts of America, March 2019-Present

- **Special Events:** Lead nine special events raising over \$556,000 in 2019, including a gala, four recognition dinners, two community breakfasts, a golf tournament and a sporting clays event with net-revenue growth of \$37,000 (6.8%) in 2019 and a 54% increase in pledged year-over-year support in 2020
- **Foundations & United Way:** Build relationships with major foundations and United Ways in our footprint to raise a total of \$222,800+ in 2019, including new giving of \$32,500 secured in 2019 and \$51,000 in new giving in 2020
- **Annual Campaign:** Provide overall leadership to our Friends of Scouting campaign, providing strategy, coaching and tools to 21 staff and 100 volunteers to support a \$385,000 campaign, with 10% increase in support in 2020
- **Future-Year Funding:** Created a “Sustaining Donors” program that increased future-year Friends of Scouting campaign commitments by \$55,000+ (100% increase)
- **Donor Retention & Collections:** Increased donor retention by \$40,000+ (10%) and pledge collections by \$15,000+ in 2019 through a “7-Touches” approach to donor cultivation
- **Donor Cultivation Process:** Developed a comprehensive donor cultivation process focused on aligning donor potential with staff expertise across several departments
- **Public Relations & Marketing:** Lead all public relations efforts resulting in over 85 media placements over 15 months valued at over \$120,000 in earned media, and redesigned Council marketing materials
- **Board Engagement:** Assist the CEO in support of the Executive Committee, Board of Directors, Advisory Boards, and related subcommittees including Finance, Investments, Marketing, Board Nominations Committee, and others
- **Fiscal Management:** Provide co-leadership and management of a \$4.8M operating budget, resulting in net surpluses that significantly exceeded budgetary expectations (surplus of \$185,000 in FY '19)

Chief Operating Officer, Director of Field Service

Del-Mar-Va Council, Boy Scouts of America, December 2016-February 2019

- **Annual Campaign:** Provide support to a team of 18 staff and 85 volunteers to secure over \$305,000 in Friends of Scouting contributions, a growth of 7% in 2018
- **Product Sale:** Provide overall leadership to a team of 18 staff and 160+ volunteers to secure over \$700,000 in product sales contributions in 2018, representing roughly 1% growth
- **Membership Campaigns:** Recognized as a Top 5 Council in the Northeast Region for female membership enrollment in 2018 and led our Council to membership growth in 2017
- **New Unit On-Boarding:** Provided renewed sales training and support to our staff to develop 26 New Units over two years, increasing the pace of New Unit development by more than 50% over previous years
- **Volunteer Cultivation:** Guided our staff to inspire, recruit & cultivate talented adult volunteers, including the launch of a brand new Volunteer Recruitment Workshop and a 25% increase in District volunteers in 2018
- **Board Development:** Assist the CEO in support of the Executive Committee, Board of Directors, Advisory Boards, and related subcommittees including Finance, Membership, Operations, Quality Assurance, Nominations and others
- **Program Excellence:** Led volunteers and staff to deliver high quality program experiences for members including through innovative partnership programs with NASA, University of Delaware, Delmarva Power, and others
- **Fiscal Management:** Provide co-leadership and management of a \$4.8M operating budget, resulting in net surpluses that significantly exceeded budgetary expectations (net surpluses of \$159,000+ in FY '17 and \$75,000+ in FY '18)

Field Director

Greater New York Councils, Boy Scouts of America, January 2014- November 2016

- **Donor Stewardship:** Led all major fund development events, major gifts, grant-writing and endowment campaigns for our organization in Brooklyn, NY, with nearly 95% increase in revenues over three years

- **Board Development:** Created and developed an active, 40-member Advisory Board with a focus on fund development, member recruitment, community partnerships and sustainable growth
- **Staff Leadership:** Provided leadership, coaching and professional development opportunities to nine staff members, including four full-time executives and five part-time specialists
- **Membership Growth:** Working through staff and volunteers, achieved a 3.4% youth membership growth in 2015
- **Community Ambassador:** Engaged diverse communities through networking presence with Chamber of Commerce, local government officials and media outlets, and grassroots marketing initiatives
- **Volunteer & Alumni Cultivation:** Led a team of alumni to develop fun networking opportunities for alumni and new volunteers to get involved in unit and district service

Council Program Director

Greater New York Councils, Boy Scouts of America, January 2012- December 2014

- **Program Leadership:** Served as Staff Advisor for all Council Philmont Contingents, National Jamboree Contingent, Wood Badge Courses, National Youth Leadership Training Courses, as well as a Council Jamboree, Council Fall Program Launches, and Council Training Extravaganzas
- **Program Committees:** Served as Staff Advisor to all Council Program Committees including Activities, Advancement, Commissioners, Training, Outdoor & Conservation, and STEM
- **Alumni Networking:** Created a series of exclusive networking events for alumni to connect with volunteer and donor opportunities with a 15% conversion rate
- **Volunteer Cultivation:** Led our Council to a 20%+ increase in District-level volunteer recruitment & training
- **Partnerships:** Initiated corporate partnerships with several high-profile organizations including New York Yankees, Verizon, Wildlife Conservation Society, and New York University
- **Strategic Planning:** Led all mission-related planning, including the development & implementation of a 5 year plan

District Executive

Greater New York Councils, Boy Scouts of America, July 2009- December 2011

- **Fundraising Events:** Managed a portfolio of development events raising over 150% of annual goal and surpassing previous years net by over 50% over two years
- **Annual Campaign:** Produced, edited, and distributed letter writing campaigns netting over 125% of goal
- **Committee Leadership:** Recruited and directed a junior-level board of volunteers to manage fundraising, community outreach, and program events
- **Youth Recruitment:** Increased member recruitment 16% and retention 12% over a two-year cycle

Qualifications

EDUCATION:

Villanova University, Villanova, PA
B.A. in Communication, Cum Laude, May 2008

CERTIFICATES:

Senior Leadership Essentials II (BSA, 2019)
Senior Leadership Essentials I (BSA, 2018)
Exploring Certification (BSA, 2017)
5-Day MBA Workshop (AMA, 2016)
People Management III (BSA, 2015)
Comprehensive Project Management (AMA, 2013)
Eagle Scout (BSA, 2004)

RECENT COURSES:

Navigating Donor Advised Funds (AFP, 2019)
STEM Scouts Workshop (BSA, 2018)
Major Gifts Workshop (BSA, 2016)
Board Development (Foundation Center, 2014)
Emotional Intelligence 2.0 (TalentSmart, 2014)
5 Steps to Extraordinary Productivity (Franklin Covey, 2013)

DIGITAL SKILLS:

Office 365 Suite, BlackBaud, Wealth Engine, Adobe Photoshop, Constant Contact, Power BI, LinkedIn, Facebook, Twitter