

## Justin Rodstrom

E: [Justin.Rodstrom@gmail.com](mailto:Justin.Rodstrom@gmail.com) P: 302-531-7189

### 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