

**JENA S. MCKINZIE, MS, CFRE, CNP**  
**New Braunfels, TX | [jena.mckinzie@lsus.edu](mailto:jena.mckinzie@lsus.edu)**  
**[www.linkedin.com/in/jena-mckinzie](http://www.linkedin.com/in/jena-mckinzie)**

## **Curriculum Vitae**

### **EDUCATION**

Certified Fundraising Executive (CFRE) - Awarded in 2024

Master of Science, Human Services Administration – May 2011

- Certificate in Nonprofit Management and Leadership (2011)

**Louisiana State University in Shreveport (LSUS)**

Bachelor of Fine Arts, Communication Design – August 2007

Bachelor of Arts, Speech/Theatre – August 2007

- Study Abroad: School of Art in Paris, France (Spring 2006)

**Louisiana Tech University**

### **ACADEMIC & ADMINISTRATIVE EXPERIENCE**

PRIDE Philanthropy (January 2024 – Present)

#### **Executive Director of Client Services**

- Provide fundraising consulting services for a variety of client organizations.
- Develop and deliver professional education content through webinars and in-person training sessions for development professionals.
- Advise on strategic planning, donor engagement, and fundraising best practices to enhance client success.

Texas Lutheran University, Seguin, TX

#### **Associate Vice President for Development and Alumni Relations (5/2021 – 7/2023)**

- Led strategic planning for fundraising and donor relations, increasing total funds raised by 18% in FY22.
- Supervised a team of major and mid-level gift officers, providing training and strategic development.
- Recruited and onboarded five new development team members, fostering a collaborative team culture.
- Managed relationships with up to 100 major gift donors, focusing on endowments and campaigns.
- Developed and implemented a strategic prospecting pipeline during institutional leadership transitions.

#### **Director of Corporate and Foundation Relations (7/2020 – 4/2021)**

- Created an asynchronous “Grants Cohort” training program to support faculty in grant writing.
- Established and led cross-division Grants Team to align institutional priorities with funding opportunities.
- Cultivated corporate partnerships, increasing participation by 50%.

Centenary College of Louisiana, Shreveport, LA

#### **Director of Development (8/2018 – 7/2020)**

#### **Associate Director of Major Gifts (7/2016 – 6/2018)**

#### **Director of Philanthropy (4/2014 – 7/2016)**

- Managed a portfolio of up to 150 major gift donors, contributing to \$6M+ in annual fund goals.
- Supervised a team of frontline solicitors and implemented strategic fundraising plans.
- Oversaw student engagement programs and coordinated alumni fundraising campaigns.

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- Advocated for and hired a Development Communications Coordinator to enhance donor outreach.

**Stewardship Officer & Liaison to the Women's Endowment Quorum (8/2013 – 4/2014)**

- Developed donor stewardship initiatives, incorporating personalized student engagement videos.

**Other Professional Experience**

- Development Manager, Shreveport Regional Arts Council (1/2011 – 8/2013)
- Coordinator, Peter Pan Players (8/2009 – 3/2011)
- Director of Education / Project Coordinator, North Louisiana AHEC (10/2007 – 6/2009)

**TEACHING & MENTORSHIP EXPERIENCE**

- Developed and led grant writing training programs for faculty at Texas Lutheran University.
- Provided ongoing mentorship and training for team of fundraising professionals and student workers.
- Guest speaker at conferences and professional development workshops on donor engagement.

**CONFERENCE PRESENTATIONS & SPEAKING ENGAGEMENTS**

PRIDE Philanthropy education program development and delivery including monthly webinars and the following in-person conferences:

- *"Beyond the Basics – Mastery and Optimization"* (January 2025)
- *"Chief Development Officer Masterclass: Strategies for Transformational Impact"* (June 2024)
- *"The Next Level: Empowering Donors to Maximize Their Impact"* (April 2024)
- *"Pitch Perfect: Hands on Training for the Ask"* (January 2024)
- Fixing the Leaking Bucket: Addressing Donor Attrition, CASE IV, Dallas, TX (April 2019)
- Increasing Alumni Giving and Retention through Collective Giving, CASE IV, Dallas, TX (April 2016)
- Using Segmentation to Drive a Collective Giving Appeal, AFAES, Oak Brook, IL (Sept 2016)

**GRANTS & FUNDRAISING SUCCESS**

- Secured multimillion-dollar funding through corporate, foundation, and individual giving strategies.
- Designed and implemented faculty training programs to support competitive academic grant submissions.
- Led alumni giving initiatives that increased donor retention and overall contributions.
- Christmas in the Sky Donor Engagement Strategy, Shreveport, LA (Dec 2012)

**COMMITTEE SERVICE & LEADERSHIP**

- Development Board, Staff Liaison, Texas Lutheran University (2021–2023)
- Economic Policy Committee, Staff Representative, Centenary College (2018–2020)
- Academic Planning Committee & Meadows Museum of Art Collections Committee, Centenary College (2019–2020)
- Leadership Shreveport, Class of 2019, Junior Coordinator (2020)

**PROFESSIONAL MEMBERSHIPS & AFFILIATIONS**

- Nonprofit Leadership Alliance (NLA)
- Council for Advancement and Support of Education (CASE)

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- Association of Fundraising Professionals (AFP)

**COMMUNITY ENGAGEMENT & SERVICE**

- Special Education Parents Advisory Council (SEPAC) New Braunfels ISD
- Make a Wish Central and South TX- training this March to begin support as a general and Wish Granting volunteer!
- Donor stewardship outreach to corporate partners of Give Kids the World Village in FL