



JENNIFER A. TAYLOR, PHD, CFRE

PHILANTHROPY | HIGHER EDUCATION

EDUCATION & CERTIFICATIONS

ASSOCIATION OF FUNDRAISING PROFESSIONALS

2020 | CERTIFIED FUNDRAISING EXECUTIVE (CFRE)
2019 | CERTIFIED MASTER TRAINER (AFP)

OLD DOMINION UNIVERSITY

2009 - 2012 | PHD, PUBLIC POLICY &
ADMINISTRATION; MARKETING STRATEGY

THE OHIO STATE UNIVERSITY

1996 - 1998 | MASTER OF ARTS, ARTS POLICY &
ADMINISTRATION

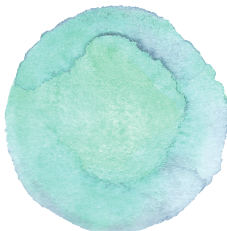
THE UNIVERSITY OF SOUTH CAROLINA

1993 - 1995 | ART HISTORY

PROFILE

Proven relationship builder with demonstrated success in securing and stewarding annual, capital and planned giving efforts with individuals, corporations, and private foundations - having raised more than \$20 million for the performing arts, higher education, veterans affairs, and health services. Accomplished nonprofit executive, development officer, and scholar, with over 20 years of experience in leading organizational change and growth in complex and tenuous funding environments in board governance, fundraising, communications, and project management.

- Globally recognized subject matter expert in donor psychology, philanthropy, and veterans and military families.
- Recent experience with shepherding an MPA Program through the self study and reaccreditation process.
- Direct experience in building strategic partnerships through evidenced-based strategies and persuasive appeals.



RESEARCH

BOOKS

1. **Taylor, Jennifer A.** and Katrina Miller-Stevens. (2022). *Rage Giving*, Cambridge University Press.

DOUBLE-BLIND PEER REVIEW

1. Miller-Stevens, Katrina, L'Esperance, Gabrielle, and **Jennifer A. Taylor**. (2022). Assessing Multidimensional Approaches to Measure Program Outcomes in Human Service Organizations. *Voluntas*
2. Miller-Stevens, Katrina and **Jennifer A. Taylor**. (2020). Giving Circles: Collaboration and Social Change. *Public Integrity*.
3. **Taylor, Jennifer A.** and Katrina Miller-Stevens. (2018). Relational Exchange in Nonprofits: The Role of Identity Saliency and Relationship Satisfaction. *International Journal of Nonprofit and Voluntary Sector Marketing*.
4. Miller-Stevens, Katrina; **Taylor, Jennifer A.**; Lanivich, Stephen E.; and John C. Morris. (2018). Congruent or Dissimilar: A Comparison of Values Between Leaders of Benefit Corporations and Nonprofit Organizations. *Voluntas*.
5. Miller-Stevens, Katrina; **Taylor, Jennifer A.**; and Morris, John C. (2015). Are We Really On the Same Page? An Empirical Examination of Value Congruence Between Public and Nonprofit Managers. *Voluntas*.
6. Mayhew, Frederick; Swartz, Nicholas; and **Taylor, Jennifer A.** (2014). Implementing a Multi-Method Competency Model: Experiences of the MPA Program at James Madison University. *Journal of Public Affairs Education*.
7. Morris, John C.; Greentree, Vivian W.; and **Taylor, Jennifer A.** (2014). The Myth of the Rugged Individual: Implications for Public Administration, Civic Engagement, and Civil Society. *Virginia Social Science Journal*.

- 8. Williams, Andrew and **Taylor, Jennifer A.** (2012). *Resolving Accountability Ambiguity in Nonprofit Organizations*. Voluntas.
- 9. **Taylor, Jennifer A.** (March, 2011). *Pluralism, Participation, and Progress*. Administrative Theory and Praxis.

AWARDS

President's Purple Star Award for Community Service & Volunteerism (2019)

Outstanding state employees across Virginia are recognized annually, allowing the public to learn more about the work state employees do every day on behalf of the citizens of the Commonwealth of Virginia.

Hall Outstanding Faculty/Staff Achievement Award (2016)

Hall Outstanding Faculty/Staff Achievement Award recognizes a faculty/staff member who has demonstrated an exceptional commitment to student learning outside the classroom, has given their time outside of office hours and job requirements, and has significantly influenced the lives of students.

Nominated by MPA students.

Bluestone Award for Outstanding Advising (2014)

The Bluestone Award for Outstanding Advising recognizes a JMU faculty/staff advisor of a recognized organization in good standing who has had a positive influence on an organization by providing support, approachability, and encouragement of effective communication within the organization. *Nominated by Student Veterans.*

ADDITIONAL RECOGNITIONS

- Nominated for *Provost's Award for Excellence in Graduate Advising*, 2022.
- Nominated for *Provost's Award for Community Engagement*, 2019.
- Nominated for *Best Paper Award, Association of Research on Nonprofit Organizations and Voluntary Action*, 2019.
- Nominated for *Career and Academic Planning Make Your Next Move Award*, 2018.
- Nominated for the *Academy of Management Dissertation Research Award*, 2012.
- Nominated for *Gabriel Rudney Best Dissertation in Nonprofit Research*, administered by the Association for Research on Nonprofit and Voluntary Action, 2012.

FUNDING FOR RESEARCH

- 2021, United Nations, Cross-Cultural Fundraising Strategy in Senegal, Ghana, and Nigeria, **\$417,981.**
- 2021, 4VA Research Collaboration Grant with Radford, George Mason, University of Virginia, and Old Dominion University to develop a shared nonprofit management program for degree-seeking students, **\$5,000.**
- 2020, 4VA Research Collaboration Grant with Schar School of Public Policy on Public Service Motivation and Career and Life Outcomes in Virginia, \$5,000.
- 2019, College of Arts and Letters, Faculty Research Grant, **\$1,500.**
- 2018, National Veterans Intermediary Champions of Change, research on military family suicide, **\$2,000.**
- 2018, U.S. Department of State, U.S. Embassy at Kosovo, Research on intergovernmental relations, collaboration, and ethical decision-making in the Eastern Balkans, **\$5,000.**
- 2009-2014, Annual Survey of Military Families, Survey design and data analysis on behalf of Blue Star Families, Alexandria, Virginia; a military families advocacy nonprofit and in partnership with Syracuse University Institute for Veterans and Military Families, **\$60,000.**
- 2012, Military Community Blueprint Grant by Bristol Myers Squibb on behalf of Given An Hour, a nonprofit providing free mental health services to military families, **\$2,000,000.**

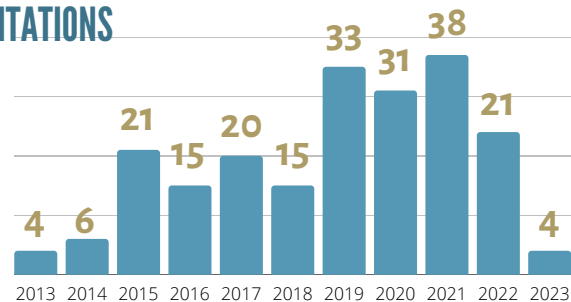
GALLUP STRENGTHS

Strategic Thinking
Individualization
Empathy
Data Analysis
Relational
Connectedness

SOFTWARE

Raiser's Edge
Salesforce
Canva
Quickbooks
SPSS
Adobe

CITATIONS



Source: Google Scholar Profile, Jennifer A. Taylor. Retrieved on January 25, 2023.

JENNIFER A. TAYLOR, PHD, CFRE

TEACHING

In Person

- Foundations of Public Administration
- Counter Narratives in Public Administration
- Introduction to Public Administration
- Field-Based Learning
- Nonprofit Management & Leadership
- Philanthropy & Volunteerism
- Nonprofit Financial Management
- Marketing & Communications
- Introduction to Accounting
- Public Organizational Behavior
- Research Design in Public Service
- Program Evaluation

Online

- Diversity, Equity, Inclusion, Justice & Access in Public Service
- Arts & Cultural Policy
- Introduction to Public Administration
- Field-Based Learning
- Nonprofit Management & Leadership
- Philanthropy & Volunteerism
- Public Service Ethics & Corruption Policy
- Research Design in Public Service

OTHER MEDIA

- Taylor, Jennifer A. and Katrina Miller Stevens (2022). 'Rage Giving': Charities Can Get a Boost From Current Events, Such as Controversial Supreme Court Rulings, *The Chronicle of Philanthropy*.
- Burack, Emily. (2022, June 25). How Rage Giving Became Philanthropy's New Normal. *Town and Country Magazine*.
- Taylor, Jennifer A. (2022, March 18). Building Trust with Nonprofits in Latvia. Podcast Guest, *U.S. Department of State*.
- Lynch, Jillian. (2021, July 24, 2021). Local Artist Opens Visual And Performing Arts Camp. *Daily News Record*, Harrisonburg, Virginia.
- Madea, Greg. (2020, December 4). JMU Alums Launch Non-Profit To Help Coaches In Need. *Daily News Record*, Harrisonburg, Virginia.
- Williams, Megan. (2019, November 27). JMU Named Best College for Veterans. *Daily News Record*, Harrisonburg, Virginia.
- McIlwee, Justin. (2017, September 21). Big Local Give to Help Montevideo Middle School. *Daily News Record*, Harrisonburg, Virginia.

EXPERIENCE

Graduate Program Director, MPA

Associate Professor (2017)

Assistant Professor of Public Policy & Administration (2012)

James Madison University, Harrisonburg, Virginia
2012 - Present. Committee & Advisory Board
Staffing: 8, Supervisory: 16 students, 8 faculty, + 6 adjunct.

Director of Foundation Relations & Research Implementation

Give An Hour, Washington DC | 2011 - 2013
Annual Donor Portfolio: \$2,000,000
Committee & Advisory Board Staffing: 3,
Supervisory: 3

Project Manager & Research Analyst

Blue Star Families, Washington DC | 2009 - 2014
Funds Raised: \$1.3 million restricted to policy research. Committee & Advisory Board Staffing: 2

Chief Development Officer & Deputy Managing Director

Virginia Stage Company, Norfolk, Virginia
2007 - 2010. Annual Donor Portfolio: \$3,500,000
Supervisory: 149. Committee & Advisory Board Staffing: 5

Director of Marketing, Corporate Relations, & Events

Naval Air Station Corpus Christi
Corpus Christi, Texas | 2005 - 2007
Funds Raised: \$300,000. Committee, & Advisory Board Staffing: 1

Executive Director

Family Outreach Corpus Christi
Corpus Christi, Texas | 2001 - 2003
Funds Raised: \$507,348. Supervisory: 25,
Committee & Advisory Board Staffing: 5

Executive Director

Harbor Playhouse, Corpus Christi, Texas | 2003-2005. Funds Raised: \$1,003,864, Supervisory: 120

Nonprofit Leadership Consultant

Taylor Resources with a presence in Virginia & Texas | 2001 - Present

Strategic Events Director

Virginia Arts Festival, Norfolk, Virginia | 2000 - 2001
Corporate Annual Giving Portfolio: \$3,000,000
Committee & Advisory Board Staffing: 2

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FUNDRAISING & COMMUNICATIONS

- Deftly managed annual operating budgets and capital campaigns for nonprofit organizations ranging from \$100,000 per year to \$5 million per year in contributed and earned revenue and expenses with accountability, transparency, and profitability.
- Managed multiple annual fund revenue sources, including special events, strategic events, major gifts, planned giving, corporate sponsorship, memorials, and direct mail, resulting in up to \$20 million in operating support and contributions to the endowment.
- Aligned planned giving opportunities with donors' unique passion, financial, and legal context, resulting in Charitable Remainder Trusts, Charitable Gift Annuities, Charitable Lead Trusts, and outright bequests.
- Designed marketing collateral materials for capital campaigns, special events, annual giving, and corporate sponsorship.
- Initiated, stewarded, and improved relationships with critical public, nonprofit, and private stakeholders, including elected officials, major donors, and the public, resulting in increased resources and public engagement with the mission.
- Authored stewardship reports and annual and social impact of giving reports. Led consulting team in performing a comprehensive development audit for a newly established military family advocacy organization.
- Planned, executed, and supported donor solicitation and stewardship strategies.
- Executed the organization's overall communication strategy, including media, government, and community relations.
- Served as a spokesperson to local, regional, and national media.
- Designed, implemented, and evaluated a world-class corporate donor relations program, resulting in 100% corporate sponsorship renewal from 2005 to 2007 and attracting new corporate supporters.
- Proactively engaged organizational leadership, colleagues, and external partners in identifying corporate and foundation support opportunities and matching strategic nonprofit priorities with potential donors.
- Authored and executed consumer-facing content for all channels, including press releases, speeches and talking points, and responses to media inquiries.

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MPA PROGRAM LEADERSHIP

- Designed an annual calendar of co-curricular learning opportunities for students.
- Supported the Self-Study for NASPAA/COPRA Reaccreditation for the JMU MPA Program in 2020-2022.
- Created and digitized a robust graduate internship experience, resulting in 5,000 service hours per year.
- Created a new academic brand for the MPA Program, including updates to the website, creation of social media channels, and other collateral materials.
- Increased diversity of annual cohorts of students, in which 66% of enrolled students reflect at least one diversity facet.

UNIVERSITY LEADERSHIP

- Through university-wide leadership, collaboration, and advocacy strategies, we achieved a "#1 in the nation" ranking for student veterans for 2020 at James Madison University, designated as an R2 and an engagement-focused university.

GOVERNMENTAL RELATIONS & POLICY ANALYSIS

- Collaborated with a virtual research team to support quantitative and qualitative data collection, analysis, and policy recommendations for several years.
- In coordination with Senator Tim Kaine (VA) and staff, developed verbiage for the FY 2019 DOD Defense Authorization Act to include funding, data collection, and sharing related to Military Family Suicide.
- Research directly contributed to expanded employment opportunities for veterans and military spouses in the Federal Government, EO 13518.
- Improved access to mental health services for veterans, service members, and military families; EO 13625.
- Developed and implemented advocacy strategies for the Interstate Compact on Educational Opportunity for Military Children, resulting in legislative acts in every state.
- Produced several years of research and analysis leading to "Improvement of License Portability for Relocated Spouses" in the FY 2020 National Defense Authorization Act.

SERVICE

DEPARTMENT

- Graduate Program Director, Master of Public Administration, James Madison University, 2021 - Present.
- Internship Coordinator, Department of Political Science, James Madison University, 2014 - 2020.
- Member, Marketing Committee, Master of Public Administration, James Madison University, 2012 - Present.
- Member, Public Service Awards & Reception, Master of Public Administration, James Madison University, 2014 - Present.
- Member, Diversity Committee, Master of Public Administration, James Madison University, 2021 - Present.
- Chair, Admissions Committee, Master of Public Administration, James Madison University, 2021 - Present.
- Chair, Strategic Thinking Committee, Master of Public Administration, James Madison University, 2021 - Present.
- Chair, Assessment Committee, Master of Public Administration, James Madison University, 2019 - Present.
- Member, Public Budgeting Search Committee, Master of Public Administration, 2018, 2021.
- Member, Academic Unit Head Search Committee, Department of Political Science, James Madison University, 2017, 2022.
- Member, Department of Political Science, James Madison University, Tenure & Promotion Committee, 2019 - Present.
- Member, Merit Promotion Committee, Department of Political Science, James Madison University, 2017 - 2019.
- Member, Senior Seminar Revision Working Group, Department of Political Science, James Madison University, 2012 - 2013.
- Faculty Advisor, Women for Madison, (a donor affinity group), James Madison University, 2014 - 2017.
- Treasurer, Public Administration & Urban Studies, PhD Student Association, Old Dominion University, 2009 - 2011.
- Member, Public Service Minor, Undergraduate Curriculum Development Committee, Old Dominion University, 2009.

- Member, Public Service Minor Marketing, Old Dominion University, 2009 - 2011.
- Member, Public Service Week Planning Committee, Old Dominion University, 2009 - 2011.

COLLEGE

- Member, College of Arts & Letters Faculty Assistance Committee, National Endowment for the Humanities Sub-Committee. 2018-2020.
- Member, College of Arts and Letters Committee on Defining Engagement as Scholarship. 2016-2017.

UNIVERSITY

- Chair, Veterans Scholars Taskforce, James Madison University, 2018 - 2022.
- Member, Veterans Scholars Taskforce, James Madison University, 2012 - 2018.
- Faculty Advisor, Student Veterans Association, James Madison University, 2012 - 2022.
- Faculty Advisor, Salute, A Veterans Honors Society, James Madison University, 2020 - 2022.
- Member, Research & Scholarship Faculty Advisory Council, James Madison University, 2016 - 2019.
- Member, Women for Madison Council, (donor affinity group), James Madison University, 2013 - 2016.
- Instructor, Nonprofit Institute, Office of Outreach and Engagement, James Madison University, 2012 - present.
- Member, Employee Resource Group Steering Committee (development and piloting of ERGs at University), James Madison University, 2014 - 2016.
- Advisor, Madison Trust, (a major donor affinity group), James Madison University, 2013 - 2015.
- Member, UV2: Universities Value Veterans Planning Committee, James Madison University, 2012.
- Site Committee Member, Public Administration Theory Network Conference, Old Dominion University, 2010 - 2011.
- Site Committee Member, Lawrence & Isabel Barnett Symposium, The Ohio State University, 1998.

COMMUNITY

- Board Member, Girl Scouts of the Virginia Skyline, 2020 - 2022
- President of the Board of Directors, The Big Man Foundation, 2020 - 2022
- Virginia Commission for the Arts, General Operating Support Panelist, 2015 - 2019.
- Virginia Commission for the Arts, Project Support Panelist, 2015 - 2019.
- Public Art Initiative, City of Harrisonburg, Chairperson, 2017 - 2019.
- East Rockingham Barracudas Swim Team Advisory Board, 2014 – 2020.
- Montevideo Middle School, Setting the Stage Capital Campaign Chairperson, 2013 - 2017.
- Girl Scouts of America, Daisy, Brownie, Junior, & Cadette Troop 221, Troop Leader, 2013 - 2017.
- Shenandoah Valley Children's Choir, Executive Counsel, 2015 - 2016.
- Gifted Education Advisory Committee, Rockingham County School District, 2012 - 2014.
- Girl Scouts of America, Daisy & Brownie Troop 135, Troop Leader, 2008 - 2012.
- Cultural Alliance of Hampton Roads, Board of Directors, 2009 - 2011.
- Tidewater Officers' Spouses' Association, Board of Directors, 2007 - 2010.
- Downtown 100 Member, Norfolk Downtown District, 2008 - 2009.
- The Hermitage Museum of Art, The Art of Glass Committee Member, 2009.
- Idaho Commission on the Arts, General Operating Support Panelist, 2002.
- Idaho Commission on the Arts, Project Support Panelist, 2002.
- National Endowment for the Arts, Challenge America Grant Review Panelist, 2002.
- Coastal Bend Officers' Spouses' Association, Board of Directors, 2005 - 2007.
- Corpus Christi Chamber of Commerce Ambassador, 2001 - 2003.
- Santa Rosa Medical Center Women's Advisory Board, 2000.
- Santa Rosa County School District Visual Arts Juror, 2000.
- Northwest Arts Partnership, Board of Directors, 1996 - 1998.

DISCIPLINE

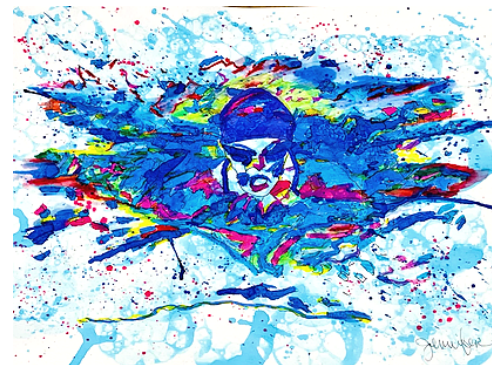
- Reviewer, *Public Integrity*, 2016 - Present.
- Reviewer, *Academy of Management Conference*, 2016 - present.
- Reviewer, *International Journal of Nonprofit & Voluntary Sector Quarter Marketing*, 2011 – present.
- Reviewer, *Voluntas*, 2011 - present.
- Reviewer, *Journal of Policy Planning and Practice*, 2017 - present.
- Content Area Expert, *Corporation for National and Community Service*, 2013 - 2014.
- Content Area Expert, *HandsOn Network University, Points of Light Institute*, 2013 - 2014.

Association of Research on Nonprofit & Voluntary Association (ARNOVA)

- Best Paper Committee, 2013 - 2014.
- Vice-Chair, Emerging Scholars Section 2017 - 2020, Elected.
- Track Chair, Research to Practice, 2022.

Network of Schools of Public Policy, Affairs, and Administration (NASPAA)

- Certified Site Visitor for Accreditation, 2018.



Taylor, Jennifer A (2020). Amelia's 100 IM. 9"x 11", Pen & Ink.

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