

DEBRA S. STARNES

AREAS OF EXPERTISE

Marketing/Public Relations	Management/Administration	Grant Writing/Administration
Creative Writing	Policies and Procedures	Major Gift Campaigns
Web Design	Budgeting	Program Design/Evaluation
Graphic Arts	Contracts/Agreements	Staff/Volunteer Management

PROFESSIONAL EXPERIENCE

Consultant

Eureka ETC, Eureka Springs, AR – June 2010 to Present

Responsible for coordination of marketing and public relations, web design and maintenance, social media, and graphic arts. This is a volunteer position.

Society of Exploration Geophysicists, Tulsa, OK – June 2009 to Present

Provide assistance with copywriting, marketing, policies and procedures, and fundraising consultation on a limited basis.

Manager, Executive and Foundation Services

Society of Exploration Geophysicists, Tulsa, OK – March 2005 to August 2008

Responsible for coordinating the overall marketing and fundraising plans, as well as managing the day-to-day programmatic and fundraising activities of the Foundation. Quickly promoted to manage the Executive Office as well as the Foundation.

Major accomplishments:

- Assisted the organization with its first major gift campaign, successfully raising more than \$17 million, \$2 million in excess of goal.
- Designed the organization's annual giving campaign, more than 300 international donors during the first year.
- Worked closely with the Board of Directors, Executive Director, and staff to redesign marketing materials, organizational tagline, and organizational branding thereby increasing presence during major gift campaign and subsequent fundraising activities.
- Developed donor agreements, follow-up systems, and stewardship reports for major donors, including those to the organization's endowments.
- Converted donor records to electronic format using Raiser's Edge.
- Authored the organization's expanded Policy and Procedure Manual, including sections on fundraising, gifts, endowment, committees, and program policies and procedures.

Marketing Consultant

OSU-COM Internal Medicine Specialties Clinic, Tulsa, OK - 2002 to 2005

Developed brochures, website, and a targeted marketing campaign for the clinic and its Prevention for Positives program.

Director of Development

Junior Chamber Family AIDS Network, Tulsa, OK - 1999 to 2004

Responsible for local and national fundraising, marketing, and public relations. Continued to consult with the company following its move to Boston in 2002.

Major accomplishments:

- Developed and coordinated a national special event entitled *Chili for Children* that occurred within a three-month period in more than 25 states. Sponsored nationally by TABASCO, Bama Pies, and Eskimo Joe's.
- Authored, funded, and coordinated an HIV prevention program for youth; a unique collaboration of three national organizations.
- Designed and developed national website, e-newsletter and an online store for merchandise sales.
- Developed successful grant proposals from national private foundations, annually totaling in excess of \$100,000.
- Provided volunteer fundraising training to Jaycee chapters across the nation.
- Transferred and maintained donor information to electronic system.
- Coordinated and developed an annual giving campaign executed on a local and national basis by Jaycee Chapters and the national Foundation.

Owner and Consultant

Resource Development Associates - 1993 to 1999

A consulting firm specializing in proposal writing, marketing, program planning, program evaluation, technical assistance, and training for private non-profit organizations, schools of higher education, and governmental agencies. The firm authored successful grants in excess of \$6.5 million for its clients.

Program Administrator/Coordinator of Development

Oklahoma State University College of Osteopathic Medicine Office of Sponsored Programs – 1989 to 1993

Responsible for grant proposal writing and reporting, program planning and evaluation, and overall program management and administration. Quickly promoted from Coordinator of Development to Coordinator of Development and Program Administrator for the OSU Health Training Center.

Major accomplishments:

- Administered a satellite broadcast college course throughout the State of Oklahoma for the Department of Human Services and Oklahoma State University.
- Maintained budgets, performed subcontract reviews, and prepared federal and state grant reports, reapplications, and new applications for grant programs with budgets totaling approximately \$6 million.
- Funded and managed the Health Training Center program with 25 staff and an annual budget in excess of \$1 million.

OTHER POSITIONS HELD

Coordinator of Development

Mental Health Association in Tulsa—1987 to 1989

Executive Director

Handicapped Opportunity Workshop, Tulsa, OK - 1985 to 1987

Program Director

Tulsa Center for the Physically Limited, Tulsa, OK - 1978 to 1985

SELECTED SUCCESSFUL GRANT/CONTRACT PROPOSALS

Federal and State Grants and Contracts \$500,000 and over

Health Training Center

Oklahoma Department of Human Services

State of Oklahoma HIV Prevention Program

Centers for Disease Control and Prevention (federal)

Ryan White Title III EIS Primary Care Services Project in Tulsa

Health Resources Services Administration (federal)

Ryan White Title III EIS Primary Care Services Project in Oklahoma City

Health Resources Services Administration (federal)

Federal and State Grants and Contracts under \$500,000

Ryan White Title II Application for Tulsa

Oklahoma State Department of Health HIV/STD Service (state)

Training Program

Oklahoma Office of Tribal Development

HIV/STD Hotline – Statewide services

Oklahoma State Department of Health HIV/STD Service (state)

Family Preservation – Parents Club, Inc. in McAlester

Oklahoma Department of Human Services (state)

Care Councils for Persons with Developmental Disabilities

Oklahoma Planning Council for Developmental Disabilities

Area Prevention Resource Centers

Oklahoma State Department of Health

Private Grants and Contracts \$100,000 and Over

Capital Campaign for a Senior Citizen Program

Mabee Foundation, Chapman Charitable Trust

Health Clinic for American Indians

Robert Wood Johnson Foundation

Capital Campaign for a Youth Service Organization

Mabee Foundation, Chapman Charitable Trust

Private Grants under \$100,000

Services for Children, Youth, and Families Living with HIV/AIDS

The Gill Foundation, The Arcus Foundation, Broadway Cares/Equity Fights AIDS

Home Health Care Services for Indigent Individuals in Tulsa

Chapman Charitable Trust, The Bernsen Foundation, The Anne and Henry Zarrow Foundation

Private Grants under \$100,000 (continued)

Services for Abused Children

The Bernsen Foundation, Chapman Charitable Trust, The Collins Foundation, The Titus Foundation, Williams Companies Foundation, The Noble Foundation, The Kerr Foundation

Nonprofit Training Services

The Sarkeys Foundation

Mental Health Services

The Anne and Henry Zarrow Foundation, The Warren Foundation, The Chapman Charitable Trust, Southwestern Bell Foundation, TEXACO Foundation

Workshops

Trainer – National Resource Center for Youth Services (1996 to 2004)

Trainer – The Support Center of Oklahoma (1991 to 1994)

“Writing Proposals That Get Funded”

“Asking with Ease: Major Gifts”

“Planning to Fund Raise”

“Long Range Planning and Board Development”

CURRENT VOLUNTEER ACTIVITIES

Webmaster	Out In Eureka (www.outineureka.com)
Marketing/Webmaster	Henri’s Just One More
Marketing	Eureka, ETC

EDUCATION

John Brown University	B.S. Psychology
Oklahoma State University	Completed 37 hours toward M.S. in Community Counseling

SPECIAL APPOINTMENTS AND HONORS

Certified Fund Raising Executive (June 1989 to June 2004)
Commissioner - Tulsa Human Rights Commission (1991-92, 1992-93)

PROFESSIONAL AFFILIATIONS AND LISTINGS

Who's Who in Fund Raising (1989/1990, 1990/1991, 1991/1992, 1992/1993)
Eastern Oklahoma Chapter of the National Society of Fund Raising Executives (1989-1993)
National Society of Fund Raising Executives (1989 - 1993)
Graduate of the Grantsmanship Training Center (1990)