

## Rita Fuerst Adams

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### Professional Experience

#### Charitable and Philanthropic Management Counsel

**2015 – Present: President**

**1997-2012: President**

*Serving growing organizations; building affiliates of national organizations; and establishing fundraising programs.*

- Creating and implementing full-range development programs. One resulted in Accelerated Cure Project for Multiple Sclerosis receiving its first \$1,000,000 gift.
- Revitalizing existing development programs.
- Establishing planned giving programs. Currently leading first endowment campaign for 100-year-old international organization of professional women who work with the United Nations on human rights issues.
- Providing management, organizational development, and fundraising counsel for charitable organizations with operating budgets of \$1,000,000 to \$50,000,000.
- Establishing organizational goals and developing strategic business plans.
- Leading development of mission and vision statements.
- Directing campaigns with goals of \$1,000,000 to \$10,000,000.

#### National Parents Organization, Inc.

**2012-2015: National Executive Director**

*It is the only national organization advocating for shared parented and gender equality in family law.*

- Led development of strategic plan with selected national and state volunteers that set the stage to change the organization's name; develop allies; expand media presence; and build volunteer driven affiliates.
- Developed lobbying plan, appropriate structures, and materials to build affiliates in every state.
- Expanded our work from Massachusetts to 20 affiliated states. Recruited 300 volunteers and created training program.
- Cultivated and solicited lead contributors. Made 2013 the highest revenue-producing year on record.
- Created Law Firm Network to recruit volunteer services and seek paid listings.
- Brought accounting records and reports to government agencies into compliance and up to industry standards.
- Cultivated and recruited two new members for the Board of Directors; the first additions in six years.
- Created new name, logo, tag line, brand image, and e-newsletter with a volunteer team.
- Built new website to showcase our affiliates and our national mission, vision, and core principles.
- Created virtual office environment.
- Wrote website and e-newsletter copy and all fundraising materials.
- Developed a "grade" for every state on shared parenting, based on states' statutes to use as marketing tool.
- Developed research and the case to make 2015 the year of Shared Parenting in Temporary Custody Orders. Ready to introduce in our affiliated states.

#### American Councils for International Education, Washington, DC

**1996-1997: Director of Development**

- Restructured legal organization and created Board of Trustees.
- Solicited international businesses and foundations.

#### The Bill Heim Company, Granville, Ohio

**1981-1996: President (1994-1996); Vice President (1981-1994)**

- Designed and directed contribution campaigns for operating, endowment, deferred/planned giving, and building funds.
- Conducted campaigns for goals of \$1,000,000 to \$450,000,000, often exceeding goals by as much as 30%.
- Counseled boards of trustees and senior staff on management and development, especially in their fundraising roles, for organizations with operating budgets of \$10,000 to \$1,500,000,000.
- Began new charitable and philanthropic organizations, such as AAU Foundation.
- Developed Company's feasibility study into a market research study
- Prepared public relations and marketing plans, including writing solicitation and other marketing materials.

**Marketing Services, Columbus, Ohio**  
**1976 to 1981: Independent Consultant**

- Planned, budgeted, and administered the advertising, marketing, and public relations programs for retail clients.
- Managed and conducted marketing and media studies for industrial, consumer, and utility clients.

**Volunteer Leadership**

- Organized the South Boston Arts and Cultural Center volunteers to incorporate, raise contributions, and respond to Boston's RFP for the District 6 Police Station.
- Organized the team that led the effort to introduce a charitable contribution deduction in Massachusetts. It was signed into law in 2000. The legislature overturned it in 2002.
- Past Member, Attorney General's Advisory Committee on Public Charities, Commonwealth of Massachusetts.
- Past Chair, Government Relations Committee, Association of Fundraising Professionals, Massachusetts Chapter.
- Past Director, Association of Fundraising Professionals, Massachusetts
- Past Member of Government Affairs, International Relations, and Membership Committees of American Association of Fund Raising Counsel, Inc.
- Former Trustee, Ohio 4-H Foundation.
- Former Trustee; Big Sister, Big Brothers/Big Sisters of Licking County.
- Founding Member and Past President and Trustee, Hills of Ohio Chapter, Association of Fundraising Professionals.
- Honored by Hills of Ohio Chapter with initiation of Fuerst Award for Outstanding Community Leader, 1996.

**Presentations**

- Taught *Entrepreneurship for Nonprofits* for the masters in Organizational Leadership at Wheelock College.
- Presented workshops on planned giving for the Alliance of Resident Theatres/New York.
- Taught at the Management and Community Development Institute at Tufts University.
- Represented the Lincoln Filene Center, Tufts University, at international meeting of CIVICUS held in the Philippines.
- Spoke at the invitation-only, National Center on Nonprofit Enterprise inaugural event.

**Publications**

- Editor and Author, *What Fundraisers Need to Know About State and Federal Regulation: How It Can Influence All Aspects of Their Work*, published by the Center on Philanthropy and Jossey-Bass, 1996.
- Author, *Speaking With Your Contributors About Planned Giving*, *Wednesday Report*, published by massnonprofit.org, INFORM, SHARE, THRIVE, July 14, 2010.
- Author, *Why You Should Plan Your Giving*, published by The Three Tomatoes, June 4, 2010.
- Author, *Why Nonprofits Should Start a Planned Giving Program Now*, *Wednesday Report*, published by massnonprofit.org, INFORM, SHARE, THRIVE, May 27, 2010.
- Author, *After SOX. The implications of the Sarbanes-Oxley Act for institutions and affiliated foundations*, *CURRENTS*, published by the Council for Advancement and Support of Education, March 2004.
- Author, *Advocating for Our Contributors*, *Journal of the DMA Nonprofit Federation*, published by the Direct Marketing Association, November 2000.
- Author, *A Reason to Give: Massachusetts Considers a State Tax Deduction for Charitable Gifts*, *CONNECTION*, published by the New England Board of Higher Education, Spring 2000.
- Author, *Mastering the Maze: A Guide to the Labyrinth of Laws that Regulate Campus Fund Raisers*, *CURRENTS*, published by the Council for Advancement and Support of Education, October 1998.
- Author, *Dilemma of Contingent Gifts*, *Exempt Organization Tax Review*, January 1997.
- Co-author, *Endowment Giving for Parishes of the Episcopal Church and Prospect Research and Management System: A Market Research and Management Program for Nonprofit Organizations*.
- Author, *States Step Up Oversight*, *Foundation Focus*, Volume I, Number 3, Fall 1995.

**Professional Affiliations**

- Commission to create White House Council on Boys and Men, member
- International Council on Shared Parenting, founding member
- Massachusetts Nonprofit Network, member

**Education**

- Ohio University, Athens, Ohio: Bachelor of Science in Journalism, 1976.
- Capital University, Columbus, Ohio: Master of Business Administration, 1983.